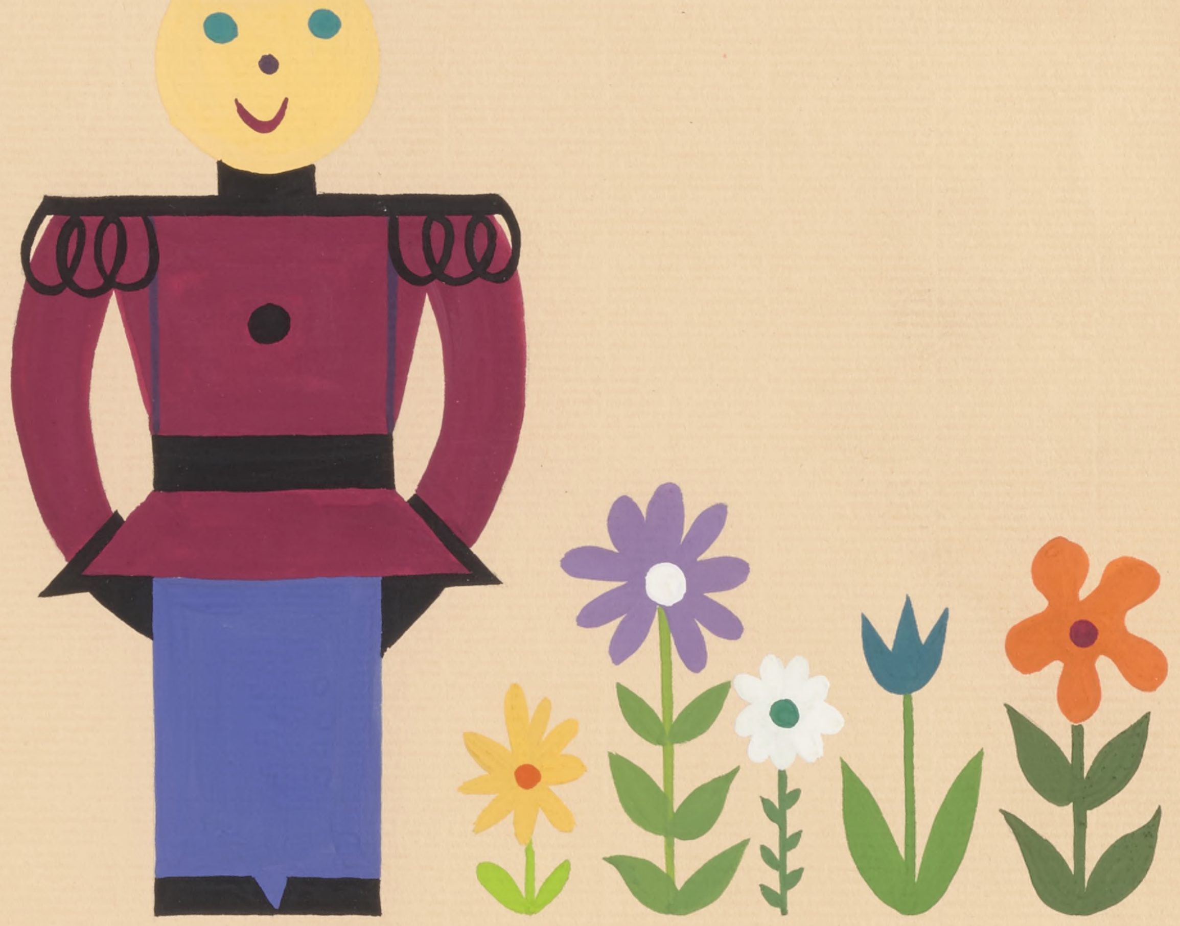
FAIRYTALE
TOWN



Fairytale Town is a community enterprise, guided and directed by public spirited Sacramentans, formed into a group known as Fairytale Town, Incorporated.

It is a manifestation of seventeen fairy stories, using miniature buildings in gay settings and inhabited by live baby animals. This fairytale dream covers two and one half acres of the William Land Park, Sacramento, California.

"Dedicated to dreams, fantasies and laughter of happy children."

Fairytale Town

August 29, 1959

First it was a dream...

September 7, 1955

REPORT FROM YOUR JR. LEAGUE INVESTIGATION COMMITTEE

ON PROPOSED FAIRYLAND

This proposal was made to the League at large by Mrs. Helen Mering at the June 1955 luncheon meeting. At this time, a motion was passed for the League to establish an investigating committee to work through the summer and make its report at this time. This work has been completed and our findings and recommendations are presented on the following pages. Please acquaint yourself with this information as your intelligent vote will be requested at the September luncheon meeting.

1. WHAT IS THE OBJECT OF FAIRYLAND?

The object of Fairyland is to supply diversion, interest and education for Toddlers and Youngsters in a realm hitherto unexplored in Sacramento.

2. WHAT IS IT?

Children's Fairyland will be a manifestation of fairy stories, using little live pets and buildings in miniature. Conceived and designed at child level for a beautiful sheltered glen, under majestic old trees, it will bring the popular Mother Goose Rhymes and Fairy Tales into actual being, in a fantastic and permanent way.

3. WHAT ASSURANCE OF FINANCIAL SUCCESS WILL THERE BE?

Basing our judgment on experience at Belle Isle Fairyland, Detroit; Children's Fairyland, Oakland and Pixie Woods, Stockton, ours will also pay its own way and earn a surplus.

Detroit operates but five months of the year with the others operating 12 months of the year. Following are their figures for the five months of operation:

210,687 paid admission @ 10¢	$21,068.70
28,589 Two-ounce bags pet feed @ 5¢	1,429.45
Souvenirs, Mother Goose Rhyme Books	3,162.55
Total Revenue	$25,660.70
Salaries, Federal Admission Tax, Wages, Supplies and Equipment	16,661.02
Revenue above all costs	$ 8,999.68

Experience at Detroit is Children come back again and again. In the City of Oakland alone, some 15,600 prospective visitors to Children's Fairyland are born each year. Statistics will be available from Oakland and Stockton at our fall meeting. Under a Trust Agreement between the City Park and Recreation Department and Fairyland, Inc., acting for the public, all surplus monies are to be used for the completion of Children's Fairyland which will eventually become a $100,000 asset to the community.

4. WHERE WILL IT BE LOCATED?

The site will be selected by the Fairyland, Inc. Executive Committee in conjunction with the City Park and Recreation Department.

PROPOSED OPERATIONS FOR SACRAMENTO: —

1. The Junior League of Sacramento has been asked to spearhead this project and would participate in the following manner —

A. June, 1955 - An investigating committee was set up to conduct a survey of a Fairyland and to make known its findings and recommendations at this time.
Committee Members include: Jean Carnie, Bunny Smith, Beth Grebitus, Margaret Dunn, Virginia Swartz, Marge Reid, Shirley Plant, Carolyn Watson and Helen Mering, Sustaining.

B. Field Trips included:
June 22 - Stockton Pixie Woods. The Committee was greeted by Director Mary Falls who guided the tour and explained its operations.
June 29 - Oakland Fairyland. Director Mary Buckhaus introduced her wonderful project, gave valuable information and answered a thousand questions. A luncheon followed with Miss Buckhaus, Mrs. Helen Kennedy of the Ad Club which handles the publicity and Mrs. Lorisse Hatherly, Secretary to the originator, Mr. William Penn Mott, Jr.
June 24 - Jean Carnie, Bunny Smith, Beth Grebitus and Helen Mering met with Mr. Reg Renfree, Sacramento City Park and Recreation Director, and discussed the possibilities of referring such a project to the City. Late July was set by Mr. Renfree for another meeting before which time he was to go over the books for both projects in Oakland and Stockton. His enthusiasm was most encouraging and his wish was to steer the project before the City Council as soon as possible.
July — The Committee formulated their suggestions of policy and listed helpful notes from field trip observations.
July 27 — The Committee's analysis was discussed with Mr. Renfree and met with his approval. Listed was what was expected of the City, money-raising plans, site selection and non-commercial aspect.
As far as approaching the Council, the League Committee did not want any publicity at this time and Mr. Renfree suggested a private caucas at a time that could be arranged in the immediate future. Mr. David Macauley will represent the League at such a caucas on Thursday night, September 15th. At this time the City is to give us a decision as to whether or not it will support such a project.

C. Plan of Operation should the League accept the proposal —

(a) The League Investigating Committee meet the City Council immediately and ask the City "to match our funds with their services". These services include land personnel, fences, plumbing, pathways and maintainance. Upon completion, it is also agreed that the City will operate this project under the Naturalist Program of the Sacramento Park Department in a manner that will always be a credit to the community. The admission charge (10¢), in addition to being revenue-producing, will serve to regulate and protect the project. Be it understood that the City will endorse the agreement or project.

(b) With the support of the City, the League Committee would then form an executive committee, consisting of four interested persons from other community service organizations and a fifth person representing the Junior League.

(c) The project would then receive an official name and would incorporate.

(d) Fairyland, Inc. would seek fifty *underwriters (those interested in such a project) who would agree to underwrite for $1,000 each. This gives the incorporated group its backing to go to a bank and borrow enough money to print brochures, set up an overall initial plan and to design and build the first sets.
* An underwriter is not giving cash---he is merely willing to back this project by pledging $1,000 of $50,000. Should there be a deficit after completion, he has agreed to share this loss and will pay, by his ratio pledge, one fiftieth of this loss--thus clearing any financial burden. The deficit would not exceed $50,000 and no underwriter would be held for any more than his pledge of $1,000.

(e) The Executive Committee will have set up a Board of Directors which will consist of representatives from service organizations and interested individuals. The number serving on this Board will be determined by the Executive Committee.

From here, Fairyland begins to become a reality. A Speakers' Bureau will be organized, an artist engaged and brochures printed. Subscriptions will be sought from individuals, firms and organizations for any sum and put directly into the building of the project. Until the entire amount is secured for each set, NOTHING will be built.

2. WHAT IS THE LEAGUE'S FINANCIAL OBLIGATION?
There will be no obligation to start with--League policy does not permit us to underwrite anything. BUT when the plans are formulated, it should be the understanding that the League will give the cash amount to build a set. No further donations would ever have to be made to this project.

3. WHAT IS THE LEAGUE FINANCIAL STATUS AT THIS TIME?

Our own financial picture is as follows: As of August first we have in our community account $27,307.00. Of this amount, we have alloted $16,435.00 to our community projects; budgeted through April, 1956. This leaves a balance of $10,872.00. Our annual rummage sale is coming up in October and this usually nets $12,000. From these figures, you can see that we should be able to make a substantial contribution to Fairyland.

IN CONCLUSION, THE COMMITTEE MAKES THE FOLLOWING RECOMMENDATIONS:

If the City of Sacramento is willing to match the funds of the Fairyland Board, then: (a) The Junior League promote the Fairyland for Sacramento project on a non-commercial basis.
(b) Authorize the League Investigating Committee to organize the Executive Committee and the Board of Directors, with the understanding that one League member serve on the Executive Board and two League Members on the Board of Directors.
(c) To contribute one set at a cost determined by a vote of the League after the master plan is established.

SACRAMENTO BEE

SACRAMENTO, CALIFORNIA, TUESDAY, SEPTEMBER 20, 1955—40 PAGES—TWO SECTIONS Phone GI

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6 THE SACRAMENTO UNION Wednesday, Sept. 21, 1955

Junior League Eyes Fairyland For Children of Sacramento

Sacramento may have a fairyland for children next year, if members of the Junior League of Sacramento, Incorporated, can find someone who will build it. Feasibility of such a project has been determined, officials of the organization announced, and membership has voted to spearhead the drive.

Junior League leaders have investigated similar projects, including Children's Fairyland in Oakland, Pixie Woods in Stockton, and Belle Isle Fairyland in Detroit.

If league plans are followed an independent group would be incorporated, to be headed by civic leaders.

An initial sum of $50,000 would be sought from 50 sponsors at $1,000 each.

Mrs. Edwin A. Grebitus, Jr., member of the committee, said it is hoped the city of Sacramento will provide a site and take over operation once the project is complete. She said studies have shown it would be self-supporting. She cited Oakland as an example, stating the project had an income of more than $7,000 over operating expenses in the first two months of operation in 1950 and that the figure has since shown an increase. Last year, she said, 353,874 visited the Oakland project.

Under present plans a city-wide contest would be held among children to name the project.

Assisting with plans, in addition to Mrs. Grebitus, are Mrs. Fred Carnie, Jr., president; Mrs. Wyman G. Smith, Mrs. Carrol C. Dunn, Mrs. Burton A. Swartz, Jr., Mrs. Donale E. Reid, Mrs. Forrest A. Plant, Mrs. Thomas Watson, and Mrs. Helen Mering.

Junior Leaguers Vote To Support Fairyland Plan

The Old Lady Who Lives In A Shoe, Mary's Little Lamb, Humpty Dumpty, Billy Goat Gruff and many other characters of fairyland and the world of Mother Goose will become a reality for Sacramento children if the Junior League of Sacramento, Incorporated, has its way.

Members of the league voted unanimously yesterday afternoon to spearhead a drive in the Sacramento area to construct just such a fairyland.

The project, as envisioned by league leaders who worked throughout the summer to determine its feasibility, would be similar to Children's Fairyland in Oakland, the Pixie Woods project in Stockton, San Joaquin County, and Belle Isle Fairyland in Detroit, Mich.

Storied Characters

It would provide, at a minimum admission cost, an opportunity for the children of the area to get personally acquainted with the fabulous characters of story and verse who have been loved by young and old for generations.

The league does not propose to build a fairyland project on its own. Instead it hopes to encourage community interest and spearhead a drive for funds which can make the project a reality.

Under plans approved by the league an independent organization would be incorporated to be run by an executive committee of civic leaders drawn from all walks of Sacramento life.

If league plans are followed an iniaitl sum of $50,000 will be sought from 50 sponsors at the rate of $1,000 each. This money, the league members believe, would be sufficient to get the project rolling.

City Assistance

It is hoped the City of Sacramento will help by providing a site and once the project is built take over the operation. League leaders plan to carry their proposal to the city council for help once the organization is formed.

Mrs. Edwin A. Grebitus, Jr., a member of the league committee which investigated the proposal, says studies show the project should be self supporting and then some once the initial construction costs are out of the way.

In Oakland, for example, Mrs. Grebitus pointed out the Fairyland project had a net income of $7,209 over and above operat-

Continued on page 8, column 3

Junior League Plans Fairyland Project

Continued from page 1

ing costs for its first two months of operation in September and October of 1950. The figure has increased steadily, she said, since that time.

Last year 353,874 children and adults visited the Oakland project.

Park Site

It is hoped, Mrs. Grebitus said, that the project can be set up in a city park which would be easily accessible. Actual site selection, however, will be left to the fairyland organization and city recreation officials.

The name of the project also has not been selected. Mrs. Grebitus said plans are being made to hold a citywide contest for youngsters to allow them to name it themselves.

Members of the league committee who investigated the feasibility of the project in addition to Mrs. Grebitus are Mrs. Fred Carnie, Jr., the league president; Mrs. Wyman G. Smith, Mrs. Carrol C. Dunn, Mrs. Burton A. Swartz, Jr., Mrs. Donald E. Reid, Mrs. Forrest A. Plant, Mrs. Thomas Watson and Mrs. Helen Mering.

JUNIOR LEAGUE OF SACRAMENTO

September, 1955

FROM THE PRESIDENT

While most of us have been relaxing since the June meeting, some of our League committees have necessarily continued working during vacation completing plans and programs for this Fall.

There is one committee in particular, however, that deserves special recognition; the committee investigating the proposed Fairyland for Sacramento. There isn't the space here to credit each member individually, but I can tell you they have worked diligently and enthusiastically throughout the summer months in order to have a complete report for you at Monday's meeting.

You will recall at the June meeting a motion was made to "select a steering committee of League members to investigate such a project over the summer." The committee, I feel, has done an outstanding job and every committee member has given unselfishly of her time. Before I go any further, let me tell you who these remarkable people are: Beth Grebitus, chairman; Bunny Smith, Marge Reid, Helen Mering, Margaret Dunn, Shirley Plant, Carolyn Watson, Virginia Swartz.

The girls have made field trips to Oakland and Stockton to see for themselves what Fairland is all about. They have met with the directors at each place and discussed every aspect of the proposed project. They asked such questions as: What is the community need? What is the financial obligation? How was Fairyland organized? Is there a termination date as far as the League is concerned? It should be pointed out, I think, that in all of the contacts they made, they conscientiously adhered to the original motion that they were merely **investigating,** nothing more. They made no commitments.

Their plan, should you decide to approve it, is on a well thought out basis. A.J.L.A. and our Regional Director, Deb Pelissero, have been kept informed as the investigation progressed. When I talked to Deb recently

(Continued on page 9)

FROM THE PRESIDENT

(Continued from page 3)

about Fairyland she said, "I can think of nothing that would be better suited to League sponsorship."

Your committee has made every effort to give you the full facts concerning the proposed project before a vote is taken, so please read the material that was mailed to you **very carefully.** Give some serious thought to it and then bring your questions to the meeting on Monday.

—By JEAN CARNIE

Sept. 30, 1955

Council Will Get Junior League's 'Fairyland' Plan

Members of the Sacramento Junior League, Inc., today announced they will carry to the city council tonight their proposal to construct a "fairyland" park for children.

Mrs. E. A. Grebitus, Jr., chairman of the league committee which developed the proposal, will present the plan to the councilmen.

The proposal, which would provide for Sacramento youngsters a park such as the Pixie Woods project in Stockton, San Joaquin County, and similar enterprises in Oakland and Detroit, Mich., was endorsed by the city planning commission Tuesday night.

$50,000 Drive

Under the plan the junior league would lead a drive to raise $50,000 from 50 contributors and the city would be asked to provide a site.

The "fairyland" would be just that. Mother Goose characters and others from tales which have delighted youngsters for generations would be brought into reality.

E Street Trucks

Other business before the council will be the touchy problem of trucks on E Street. Last week the council, in answer to protests by residents of the street, ordered full enforcement of traffic laws prohibiting trucks of over three tons gross weight on the street.

The enforcement has been so good, E Street businessmen report, they are unable to obtain deliveries of gasoline, bakery goods, groceries and just about everything else. They will ask tonight that the enforcement be lifted, as least somewhat.

Other Matters

Proposals for the construction of new restroom and storeroom facilities in William Land Park, the purchase of a hydraulic operated tower for tree trimmers and the installation of automatically operated doors in the city hall also will be presented.

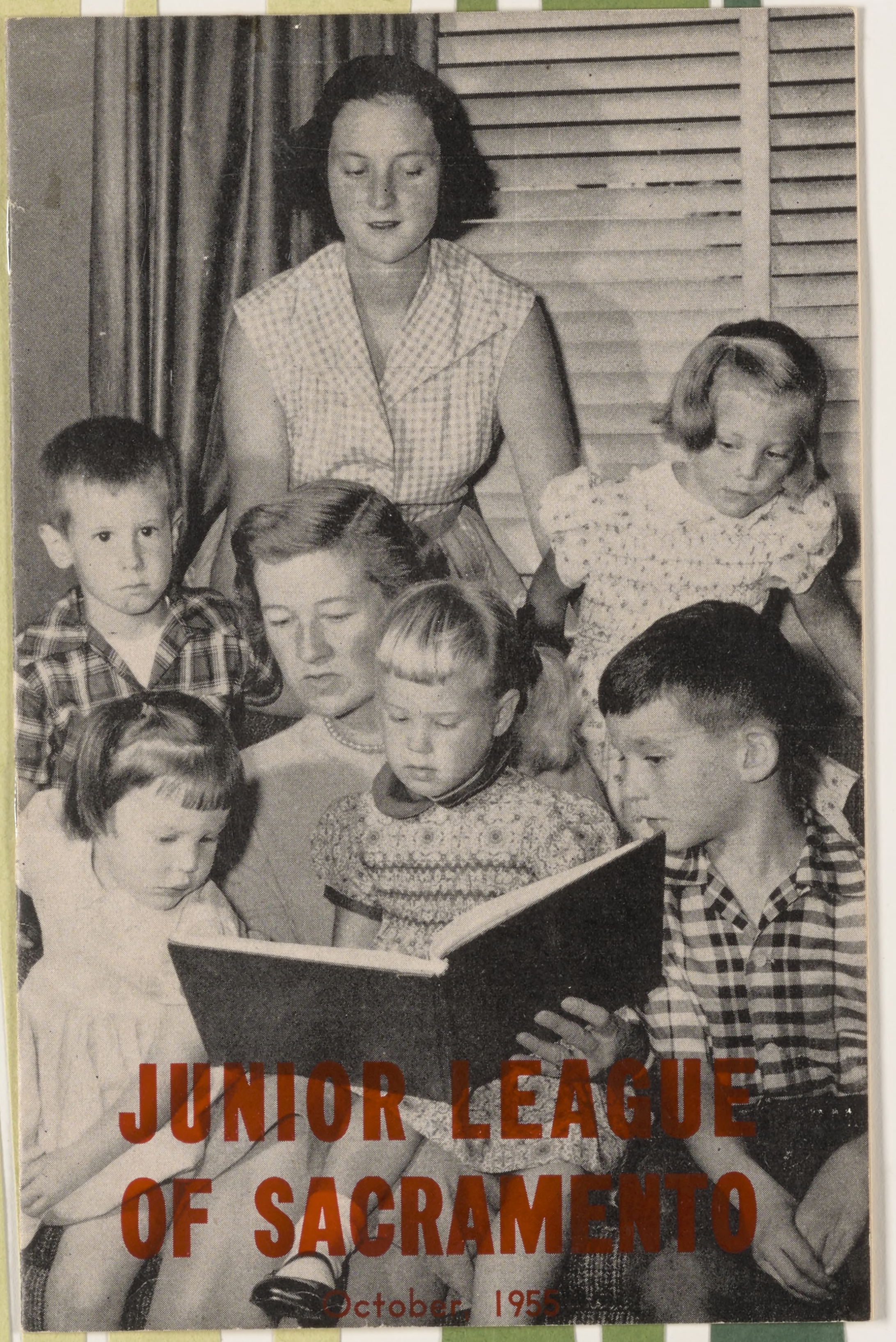
COUNCIL WILL STUDY FAIRYLAND PLAN

Sacramento Junior League's proposal to build a children's fairyland in Sacramento has been referred to City Manager Cavanaugh for a look into its feasibility.

City Council Friday night promised Mrs. Edwin A. Grebitus, Jr., chaiman of the project for the league, that it would give the proposal ful consideration and referred it to Cavanaugh.

Mrs. Grebitus said the project would be similar to children's fairylands in Oakland and Stockton—"a manifestation of fairy stories using little live pets and buildings in miniature."

The junior league would provide the organization and donate one exhibit, while seeking donations from other groups and individuals. The city would donate a site and assume administration of the project.


JUNIOR LEAGUE OF SACRAMENTO

October 1955

Oct. 1, 1955

VOL. 197—NO. 31,839

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The plan, presented by Mrs. Edwin A. Grebitus, Jr., chairman of the league committee in charge of the project, was referred to the city manager's office for an investigation as to economic feasibility.

R. G. Renfree, city director of parks and recreation, was appointed to represent the city on the executive board of a community corporation which the league proposes to establish to build the project.

Council adopts plan to route traffic across Freeport Boulevard at Sutterville Road. Page 4.

Splendid Idea

Councilman Frank Seymour expressed what appeared to be the council's sentiment of the plan.

"I think it is a splendid idea," he said. "I have watched with considerable interest the development of similar projects in other cities and have hoped some organization would take hold of the idea here."

The project, as outlined by Mrs. Grebitus, would be similar to the Fairyland in Oakland's Lakeside Park and Pixie Woods in Stockton, San Joaquin County.

"Children's Fairyland," Mrs. Grebitus stated, "will be a manifestation of fairy stories, using little live pets and buildings in miniature.

"Conceived and designed at child level, it will bring popular Mother Goose rhymes and fairy tales into actual being, in a fantastic and permanent way. Grownups would not be permitted into this colorful land of make believe unless escorted by a child.

"The object of fairyland is to supply diversion, interest and education to toddlers and youngsters in a realm hitherto unexplored in Sacramento."

Renfree Enthusiastic

Renfree explained he has been working unofficially with the league committee for several months and is enthusiastic about the plan.

"There are a few things," he said, "such as financing which we would like to iron out before making a definite recommendation to the council."

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The city would be asked to donate a site, presumably in one of the city parks, and take over administration of the project.

Mrs. Grebitus emphasized the league's belief that the project

Continued on page 4, column 7

Council Agrees To Consider Fairyland Park

Continued from page 1

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A similar project in Detroit, Mich., she pointed out, operates only five months of the year and cleared an income of $7,209.17 over operating costs last year.

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Admission charged by most projects of the type is 10 cents for youngsters and 15 cents for adults. Courtesy passes are issued to the underprivileged through community organizations.

"Such a project would be dear to the hearts of everyone in Sacramento, I'm sure," Mrs. Grebitus declared. "In this fast moving atomic age we should not allow our children to forget the folklore which is many centuries old and is so vital a part of growing up."

DNESDAY, OCTOBER 19, 1955

20-30 Club Backs Construction Of Fairyland In City

The Sacramento 20-30 Club has adopted a resolution supporting the construction of a children's fairyland playground in Sacramento, a project proposed recently by the Sacramento Junior League, Inc.

The resolution urges approval of the project by the city council and states the club will lend support to the project.

The Junior League envisions the project as one similar to the Pixie Woods in Stockton, San Joaquin County, Children's Fairyland In Oakland and the Belle Isle Fairyland in Detroit, Mich. According to league plans, $50,000 would be sought from sponsors to start construction.

Sacramento Lions Will Back Project For Fairyland

Charles L. Bowman, president of the Downtown Sacramento Lions Club, today announced the 270 member service organization has adopted a resolution endorsing the children's fairyland project proposed recently by the Sacramento Junior League, Inc.

Bowman said the Lions club has "heartily endorsed" the project and stated the club intends to be represented in the construction of the playland which would be similar to fairyland projects already established in four or five major cities throughout the United States.

The project envisions establishment of scenes from well known children's stories in a playground area. Initial cost was estimated by the Junior League at about $50,000. It was proposed the funds be raised through subscriptions.

The project received a similar endorsement from the Sacramento 20-30 Club.

Oct. 31, 1955

Fairyland

When Sacramento has a fairlyand for its young people and for visitors, it will embody all the wonderful features of other successful projects of that nature, and it will avoid the early mistakes of some. Such a project has been undertaken here, with the Junior League furnishing the motivating force. The entire community will have an opportunity to participate, and local organizations will be afforded a chance to subsidize separate features of Fairyland.

Big Project Undertaken

This is something that needs doing in the capital city, where we make much of recreation and play. We commend the Junior League for suggesting the plan.

MUSEUM TIDINGS

By CONNIE GEDDES

Our sturdy youngster, the Junior Museum, shows a healthy acceptance of its weaning. On Saturday, October 29 and Sunday, October 30, the Museum's first money-raising enterprise on its own initiative will be held. Excitingly enough, this will be a "Concours D'Elegance" (National Sports Car Race) encompassing the entire State Fair Grounds — a two mile course. The Time Trials, opening at 10 A.M. and continuing all day Saturday, will run the gamut on the latest cars. The races themselves will be held on Sunday. Tickets, which will go on sale approximately October 10, will be $1.50 per person for the week-end. This is a family affair. As the race track will be dangerous, it was not considered advisable to attract unescorted small fry by reducing fare to their limited means. Provisions have been made in case of rain, and the race will not be postponed. While the Museum is proud to have arranged this on its own and feels that a great treat is in store, any assistance towards insuring its success will be appreciated.

* * * *

Several new exhibits are on display at the Junior Museum. These include an illustration of the structure of caves, an insect "Tree of Life," a fluorescent mineral display and an exemplification of the structure of caves.

* * * *

The Museum is open to the public from 9 A.M. to 5 P.M. Tuesday through Sunday, excepting legal holidays. Hour-long tours will be conducted for school children at 9:30 A.M., 10:45 A.M. and 1:30 P.M. These are arranged according to age, Tuesdays and Wednesdays being assigned to the Kindergarten through the Third Grade, Thursdays and Fridays to Grades Four and up. For Grades Five through Twelve, lecture tours including the Museum's special question scramble will be held on any of the following: Natural History, Birds, Mammals, Reptiles and Amphibians, Soil Conservation, Life Zones and Ecology, Geology and Minerology, by appointment. Brownie mothers and those in similar positions may be interested to note that tours or lectures on natural history and conservation subjects not listed may be specially arranged on a minimum of two weeks' notice.

* * * *

Live animals are still available and greatly in demand by teachers, social workers in hospitals and elsewhere, as well as hungry-armed youngsters.

* * * *

The planetarium will be open on Thursdays and Fridays to groups of 25 to 75 students from the Fifth Grade up. Programs will include a choice of ½ hour of general information on galaxies and constellations, or an hour-long combination of slides, a lecture on the solar system and a planetarium display of the constellations.

No Host Cocktails

The home of Joyce and John Schwaner will be the setting for the next no-host cocktail party to be given on October 21st at 7:00 P.M. If your name appears on the list call Joyce and bring your 50c and bottle.

Jean Carnie, Jewel Blucher, Sally Mee, Jeanne Lacy, Mary Lewis, Jean Allen, Jane Artz, Roberta Bolton, Phyllis Brown, Edna Christenson, Marilyn Cope, Margaret Deterding, Margaret Dunn, Midge Graham, Maxine Harris, Ann Hibbett, Nancy Johnston, Louise Jones, Sue Leonard, Ida Mae Magruder, Marge O'Neil, Kay Peterson, Jeanne Reese, Betty Richards, Sue Rouse, Janet Schei, Shirley Scollan, Carmel Shorrock, Carolyn Slobe, Ann Tarbell, Lib Thomas, Wanda Wallace, Bettie Wilson, Betty Wurster, Nancy Bittner, Jane Finger, Margaret Nisbet, Selby Burris and Florence Gede.

News Sheet

Published monthly except in July and August by The Junior League of Sacramento, Inc., Sacramento, California.

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Circulation Manager.....Mrs. Milton Schwartz
Provisional Representative.....Nancy Bittner

* *Joan Reid, Terry Smith, Candy Smith, Nancy and Russell Reid listen attentively while their respective "Mommies" Bunny Smith and Marge Reid explain the Mother Goose delights to come to life in the proposed Fairyland. See feature story on page 8). Photo by Joan Taylor.* *

BOARD NOTES

First and foremost in the changes of addreses to be noted is that of **Betty Pollock.** Please note Betty's new address for future correspondence. **5324 Spilman Avenue.**

Further changes of address: **Barara Mackey,** 4204 Lyle Street, Sacramento 21. **Rita Johnson,** 5127 Sandburg Drive, HI 5-5617. **Joyce Bauer,** 1073 Sierra Vista Way, Chico, California.

Change of status: **Phyllis Agler** granted inter-league status by Oakland Junior League. **Sandy Motley** granted non-resident status (no address yet). **Winnie Owens** granted non-resident status. New address: No. 5 Acevedo, Park Merced, California. ..**Betty Scollan** from active to sustaining. Change name in yearbook to **Mrs. Harold N. Richards.**

Jean Carnie reported she had taken our problem of confidential material leaking out to the press to the recent President's Council in Santa Barbara and she was told to come back and report to the League that every effort should be made to find the girl who gave the material to the press If this should happen again, Jean said, the girl will be brought before the board and be subject for dismissal.

Jean also reported we are the only League who doesn't grant emergency leaves. Therefore, this problem will be studied and brought before a vote of the entire League.

Membership Chairman, Jean Schwartz, reported that Carolyn Watson and Carolyn Sellers have replaced Jean Artz and Marge Reid on the Membership Committee. November is the deadline for members of this committee to meet prospective candidates.

ATTENTION THESPIANS! Children's Theatre Chairman, Ann Hibbitt, announces tryouts for "The Steadfast Tin Soldier" will be held early in November. This charming children's play will be given twice on December 17th and will be directed by Adaline Winter.

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Oct. 31, 1955

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Magic Carpet Flies Again

The Magic Carpet began its regular Saturday morning flights from KFBK, September 24th, at 9:30 A.M. when our league radio program returned to the air with an adaptation for radio by Elsa Anne Gawne of an episode from the famous children's classic **The Swiss Family Robinson.** For the third year our radio program will be aimed at stimulating children's interest in reading with an episode from a different children's book dramatized each week except at Hallowe'en and Christmas, when as an added attraction, we will present original scripts by Shirley Plant.

The titles of programs to follow our opening show and names of the league script writers who have adapted them are as follows: **Under the Lilacs,** Marge Runyon; **Midsummer's Night Dream,** Jean Runyon; **Sea Pup;** Patty Butler; **Citadel of One Hundred Stairways,** Nancy Kibbey; **The Candidate,** Shirley Plant; **Robin Hood,** Kay Wood; **Robin Hood,** Sue LeNoir; **The Cottage at Bantry Bay,** Jeanne Lacy; **Jungle Books,** Tia Fiddyment; **Hannah Courageous,** Helen Wulff; **Bhimsa the Dancing Bear;** Helen Wulff; **The Adventures of Perrine,** Marge Runyon; and **The Two Chislers,** Shirley Plant. A second series of twelve programs will be announced after Christmas.

COMMENCEMENT OF CULTURE!

All League members interested in preserving that all-important muscle tone will begin their exercise dancing class on Wednesday, October 19th at 10:00 a.m. The class will cost $1.00 per lesson and run for a full hour. Any girls interested who didn't have an opportunity to sign up at the last meeting, please contact Fran Cook.

The oil painting class under the direction of Harold Ward is tentatively scheduled to begin on Thursday, October 20th at the home of Marilyn Cope. The class will run from 1:00 to 4:00 and will cost $3.00 per session. $20.00 will cover the cost of supplies.

Quality—

If you'll all delve into your Roget's at 79.2 — you will find that quality has among its' many meanings—" distinction — individuality — identity —" etc.

We feel that each person who is particular about her appearance wishes to look like an individual — not a carbon copy of her neighbor.

That is why in our excellent selection of clothes and accessories you will find things of **quality** and good taste. We like to remember that **"Quality** remains long after price is forgotten."

Mon. and Fri.—7 to 9 P.M.

Miles n' Miles
1984 Fulton Avenue

Ted, Billy and Tom Grebitus enjoy a story with their busy mother Beth Grebitus.

Photo by Joan Taylor.

LEAGUE PROFILE

By LOU FIDDYMENT

When cornered for an interview for this month's Profile, Beth Grebitus was about to take off for the hills — to get away from it all!! Not permanently, that is, but for a short vacation after an active siege of committee work in connection with the chairmanship of the committee laying the ground work for the new Fairyland project. Beth deserves more than just a few days rest after a job well done on a project that few (if any of us) would have tackled so willingly and completed so capably during the summer months. She deserves a hearty thank you from the League members and the people of the community for her untiring efforts.

Of course this isn't the first such undertaking that has met with success under the able hand of the former Elizabeth Breuner. She comes from a long line of civic-minded citizens as the Breuners have always shouldered their share of community responsibilities. As a lifetime Sacramentan before entering the University of California at Berkeley where she made her headquarters at the Theta house and did volunteer work with Y.W.C.A. youth groups.

Returning to Sacramento, Beth married Ed Grebitus, of the local jewelry store family. Since this wedding date, September 2, 1950, when the temperature was a cool ? 109 degrees, three (3) active little boys have put in their appearance at the Grebitus home. There's Ted, age 4, Tom age 2½ and Billy (named after brother Bill) age 10 months.

So . . . add to her talents of citizen deluxe the title of busy homemaker and happy mother of three. This is in addition to her career as musical comedy star. You'll remember Beth as the songstress in the "Daddy" member of the Follies. She also plays the piano preferring only classical music.

A new house in Carmichael is in the planning stage with construction due to begin this fall. This will be a ranch type home with plenty of area for outdoor living and cooking which Beth loves.

Beth spearheaded the Next-To-New Shop for the Sutter Hospital Auxiliary while serving as a Board member for the Auxiliary. She's active in the Sacramento Republican Women and Young Republicans.

In reading this imposing list of activities, civic and home duties, one might deduce that this would all add up to a rather hurried and harassed type of person. Nothing could be further from the truth!! Beth is always smiling and cheerful and relaxed. The efficiency and ability are well balanced in a fun loving and friendly personality. It all adds up to a valuable League member and wonderful person . . . Beth Grebitus.

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FOLLIES ROUNDUP

The Follies in February now seems a long time in the past but it has taken our conscientious treasurer Betty Rooney all summer long to wind it up financially. The bookwork and the billing were nerve-shattering jobs. The following is the final breakdown:

Total gross receipts of Follies of 1955: $21,020.38.

Total expenses were: $8,201.01.

TOTAL NEXT PROFIT: **$12,819.37.**

Breakdown:

PATRONS. — This committee headed by Helen Mering, Sustaining Member, grossed $3,979.48. Operating expenses of committee (invitations, postage, etc.) were $112.44. Cost of party at Elks Temple with patrons as League's guests was $412.90 (see party report below. Net of patrons: $3,454.14.

STAGE ADS. -- Cadillac - Buick, $400.00. Nauna Buck Fashion Show, $200.00. Total income from stage ads: $600.00.

CHECKROOMS AND COFFEE BREAKS. — Receipts: $80.80. Expenses: $16.00. Total net from this activity: $64.80.

PARTY FOLLOWING FOLLIES.— Receipts: League tickets purchased: $532.00. Bar returns (10c on each drink sold): $157.10. Total receipts: $689.10.

EXPENSES: 500 breakfasts served at $2.00 each (this included patrons' food): $1,000.00. Orchestra: $102.00. Total expenses: $1,102.00. Excess of expenses over income: $412.90.

PROGRAM. -- This big committee was headed by Carolyn Sellers. The program grossed $9,350.00 from ads, angels, and donations. Expenses were $2,377.60 (the program cost more than $2.000.00 to be lithographed) Net of program: $6,972.40.

TICKETS. — Lead by Ticket Chairman. Jean Carnie, the sales of tickets (at $3.00 each) grossed $6,321.00. This indicates that money was received from 2,107 tickets. $5.808.00 were League sales. Expenses were $194.32.

After expenses were deducted, the tickets took in $6,126.68 which was applied toward payment on the following other Follies expenses:

Producer (Jerome Cargill): $1,736.00 (this included the deposit of $250.00 which was paid to Mr. Cargill several years ago). Director's expenses: $257.70 ($147.70 transportation and $110.00 hotel bill). Music: $643.30. Accompaniest: $227.50. Costume freight and supplies: $791.90. Makeup: $8.59. Lighting: $52.83. Mikes: $52.50. Stagehands: $172.50. Rental of auditorium: $120.00. Props: $47.23. Ticket takers: $30.00. Workmen's compensation: $25.00. Publicity (radio, TV, posters, and newspapers) $144.64. Miscellaneous (kick-off party, postage, chairman's expenses, photos, etc.) $88.96.

It Is Time To Plant BULBS

Anemones, Ranunculus, Tulips, Iris, Daffodils, Freesias, Hyacinths and many others.

Plant now for a colorful Garden in late Winter and Spring.

CHARGE OR BUDGET ACCOUNTS.

East Lawn Nursery & Garden Shop

46th and Folsom Boulevard **HI 5-3035**

Seven Banners For The League

"And here is your Story Senorita, **Jean Runyon—.**"

With this, the announcer turns the League's new TV show, **"Seven Banners",** over to Jean, formerly one of the League's loveliest members, and unquestionably its most gifted actress. Jean recently resigned from the League to concentrate on the field of professional television. But she will star in "Seven Banners" for thirteen weeks. . . . telling stories of California in her own individual way for groups of third and fourth graders, and encouraging them to take part in the show with her.

HAIL AND FAREWELL

Before describing the TV show, a few more words about Jean and her good friend, **Jo Creel**, who also resigned this summer. Jo made some apt suggestions for the show, and was, at this writing, trying to round up a Spanish guitarist to play musical accompaniments for Jean.

During the last four years, Jean and Jo have both been theatre chairmen. They gave a lot of time and energy to the radio shows and the movie. They made a lot of friends for the League -- and in return, the League can say "This is where you started, and it was through the League you found many of the contacts you enjoy." This is the purpose the Junior League was set up for.

We're glad they're still working on the TV show. **Wherever their hand is, things are "doubly fair . . ." because "patience fashions them, and care."**

BACK TO THE SHOW

Back to "Seven Banners." It starts Saturday morning, October 15th, at 9:45. (Please check your TV guide though, or the newspapers, or something; this is written quite awhile ahead.) That day the story will be "Sutter's Gold." This was produced on a closed circuit early in the summer. Louise Shaffrath, Kay Jones, and Bobbie Fischer, disguised in linsey-woolsey and sunbonnets, sang gold rush songs, and Jean told the story of the discovery of gold, asking questions of five League children as she went along, and now and then inviting them to act the story out. The children, who were good as gold (can't resist that one) were Breckie Jones, Parkie Jones, Marily Rice, and Frederick and Rosalind Teichert.

The children on the shows to come will be chosen through the city schools. Kay Wood is the League's go-between for that part. Also, some way will be worked out so that League youngsters of suitable age (third and fourth grade) can take part, at their mothers' request.

THE STAFF

The indispensable producer is **Lt. Mort Chiat,** of the public relations office at Mather Field. One of the nicest thing about Lt. Chiat is that he never casts a beady patronizing eye at a budding idea. He treats it with warmth and interest.

Jeanne Rice is the League TV chairman. **Louise Shaffrath** did the musical research and provided a bibliography of songs and dances. Other research was undertaken by **Carolyn Watson** and **B. J. Harger.** The art work for the title is by **Lou Fiddyment. Wendy Teichert** and **Tia Fiddyment** are doing scripts. There will be a producer and assistant producer for each show. For the first eight shows, the lineup includes: **Kay Jones, Betty Miller, Marge Runyon, Jeanne Lacy, Tia Fiddyment, Sue LeNoir, Ginny Diepenbrock, Carolyn Watson, Jeanne Reese, Janie Chrisler, Dottie Reynolds, B. J. Harger,** and **B. J. Gothmann.**

MORE ON THE SHOW

All the shows will be related to the history of California. Titles include: "A Ride to the Sea" (Spanish period) . . . "The Search for Monte-Rey (Spanish) . . . "Boy Robinson Crusoe" (1844) . . . "A Star for California" (1846) and lots more. Songs and dances on the shows will be authentic, and the children will be invited to sing and dance too.

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Fairyland, Open Sesame!

By CONNIE GEDDES

"It's really a terrific idea," said I, "but what can I say about it? If only I had **seen** a Fairyland—."

"That's simple," Beth Grebitus broke in, "Stockton's only an hour's drive . . ."

The upshot of this was that a few days later I found myself stooping through the little door of the Old Woman's Shoe which leads to Children's Fairyland in Oakland. Nena, age 6, full of importance because "Grownups must be accompanied by children," led the way in proud erectness. Big Brother Frank, his head only slightly inclined at nine, preceeded me.

It is not an exageration to say that I was excited. True, when asked to write about our newest League project, I had felt somewhat like an Eskimo reporting the African jungles. But this was more than a quest for the News Sheet. Two years ago, on my first visit to San Francisco, I had read about Children's Fairyland. Brochures thoughtfully provided by the Chambers of Commerce and various other civic and business organizations, and strategically placed, had listed the children's park as a must among things to see and do in the bay area, and I had been filled with desire to go there Only the absence of small fry had prevented our inclusion in the count of 353,874 admissions for that year So it was with personal curiosity and delight as well as interest on the Junior League's behalf that now I stooped across the tiny threshold.

"Oooo-oo-o, look, a dragon!" cried Nena.

"They're pulling his tongue," Frank said. "It makes his eyes waggle. Let's us do it."

Everywhere before us were gay little structures in lollipop colors, fascinating shapes, and textures just made for feeling. It was hard to know where to go first. A voice from the treetops solved our dilemma, "Boys and girls, would **you** like to hold and feed a real, live baby lamb? They're waiting for you by the Little Red Schoolhouse, right beside Humpty Dumpty's wall!"

As we went on, I became aware that this was more than a three-dimensional illustration of fairy tales and nursery ryhmes on small scale. Not only were the exhibits scaled to a child's size, but to his thinking, as well. While their intelligence was not belittled, it had been remembered that children do not act with our restraint, or our singleness of purpose. Pixies overhead in curious places, a giant's footprints unexpectedly punctuating the path, at once captured and stimulated childhood's darting attention. Queer little bridges, crooked byways, a secret garden, served the wish to poke and explore. The spoutings of Willie, the Whale and the bubbles from Alice's Caterpillar appeared irregularly, without the dull precision of a clock or fountain, giving the delight of surprise. Textures invited the fingertips but, happily, only to touch. Nowhere had names been scribbed or scratched, nor was there any litter. Such appeals as "Please do not throw anything into the pool . . . signed, Tweedledee and Tweedledum," and the pelican wastebaskets must be largely responsible for this; the fact that the children are in charge of their parents helps. I was revelling in the absence of blaring music or other noise to distract from the small sounds of the animals and the splashing of the Merry Miller's mill wheel when Frank's treble rang out from the depths of Willie, "Hey, Mom, listen to this! 'Have you heard the story of Willie, the Whale?

Well, I'm here to say it's a very fine tale.
You can get in his mouth and slide down to his tummy.
You feel like his lunch, and he thinks you're just yummy.'"

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Fairyland, Open Sesame!

(Continued from page 8)

Laughing, we made our way to Peter, Peter's Pumpkin, where hot dogs and pink lemonade were dispensed at child level, magically reducing spillage. It occurred to me that, aside from these things, postcards of Fairyland, a few simple candies, and feed for the seals, there was nothing to buy. It was refreshing to be without the eternal, "Why can't I have one?" I looked about, to see how other adults were reacting. Not far from us, a woman, hopelessly deformed, was swinging her shriveled legs from point to point, pivoting with tremendous exertion on her crutches. Her face bore the ravages of pain and the scars of cruelty, but in her eyes and the lift of her smile was an enormous happiness. A man handsomely dressed, but with the drawn, grey look of strain was watching the arrival of the Jolly Trolley. When he smiled, it was as if an invisible hand had erased his exhaustion.

We made a complete circuit, in some spots retracing our steps and seeing, each time, things which had escaped us before. New construction proceeding behind a large fence teased our imagination Catching a glimpse of the Three Billy Goats Gruff vanishing into the land of the Sugar Plum Tree where the Chocolate Cat and the Gingerbread Dog plan four private birthday parties a day, I felt a pang of envy for the mother escaping her annual headache so easily When we reached the Visitor's Ledger under the Giant Toadstool, I asked the children what they had liked best "The slide in the dark in the cuckoo clock," declared 9-year-old Frank "Man, that was neat!"

"I liked Mousetown," said Nena. (Such a simple little set!).

Holding my breath, and with silent prayer of "Please God, don't let there be any 'Cornies'," I peered at the comments in the ledger. "Magic," one child had written. "Wonderful," printed others. The most expressive was, simply, "Whee-ee-e!"

As far as I am concerned, it was just that. Those of you who have seen Children's Fairyland, or Stockton's Pixie Woods (which, I am told, in some respects is even finer) cannot help but agree that the opportunity to provide such a project for Sacramento is God-given The Junior League is not qualified to deal with juvenile delinquency, but there is a tremendous measure of prevention in a child's chance to taste simple pleasure in a world sated with mechanisms, blinded by convention, deafened from the scream of jets, the roar of the vacuum, the blare of television and juke boxes.

And from all reports, our proposal

(Continued on page 11)

FALL FLOWERS

ADD COLORFUL BEAUTY TO EVERY OCCASION—
EXPRESS GRATITUDE AND CONGRATULATIONS.

EAST LAWN FLORIST

The FLOWERPHONE of SACRAMENTO — HI lcrest 5-3035

Folsom Blvd., at 46th Street
Sacramento, California

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Sacramento Lions Will Back Project For Fairyland

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Bowman said the Lions club has "heartily endorsed" the project and stated the club intends to be represented in the construction of the playland which would be similar to fairyland projects already established in four or five major cities throughout the United States.

The project envisions establishment of scenes from well known children's stories in a playground area. Initial cost was estimated by the Junior League at about $50,000. It was proposed the funds be raised through subscriptions.

The project received a similar endorsement from the Sacramento 20-30 Club.

Oct. 31, 1955

Fairyland

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Big Project Undertaken

This is something that needs doing in the capital city, where we make much of recreation and play. We commend the Junior League for suggesting the plan.

FALL PERSONALS

By SUE LeNOIR

While most of us are "back in the swing" some are lucky enough to be eking out the last bit of summer vacation. Two of the luckiest are **Jackie** and **Harry Devine.** They joined Jackie's father Mr. J. J. Jacobs in New York and went to the World Series while the rest of us had to be content to watch it on our T V screens.

Golf was one of the main reasons **Barbara** and **Doug Kennedy, Maisie** and **Richard Hart, Jake** and **Pat Taylor, Walt** and **Louise Jones** and **Barbara** and **Dave Macauley** traveled to Lake Tahoe for a weekend. The weather was against them — it rained part of the time — but the dauntless golfers played on.

Louise and **Max Shaffrath** are planning an exciting trip. They will go to a medical convention in Hawaii. It will be a family vacation, their children will go with them.

When **Jaen Carnie** went to the convention in Santa Barbara, **Fred** went with her. It seems that a lot of the husbands went along to this one. A good idea!

Jean and **Al Allen** were content with a short trip to San Francisco to see "Pajama Game." They wholeheartedly recommend it.

Beth and **Ed Grebitus** spent a weekend at Lake Tahoe closing the family house at Tahoe Pines. A sad duty.

Those, who have been staying at homes, have been busy too. One of the busiest households in Sacramento is that of the **Thomas MacBrides. Martha** and **Tom** are both busy campaigning. Tom is running for Assemblyman in the 8th District.

The Medical Auxiliary fashion show drew a large contingent of League members. **Kay Jones** was one of the lovely models. Watching from the sidelines were **Betty** and **Ed Rooney, Lois** and **Hardie Setzer, Erda** and **Fritz Harrold, Marge** and **Jack Sievers, Edith** and **Ben Siebenthal,** and **Pat** and **George Lentz.**

New Additions: **India** and **John Williams** welcomed another baby girl. She will be greeted at home by her three older sisters. **Betty** and **Brown Maloney** will take home a baby brother for his older sister, Molly.

The Gayeties — a club for the "unattached" held a swimming party and dinner at the Jedd McClatchy home. One of the main attractions was a fortune teller. **Nancy O'Neil** is still giggling over what she was told. **Carolyn Johnson, Eunice Dunn** and **Mildred Seawell** all starred in the wild square dances. **Nancy Kehoe** was one of the few who braved the chilly waters of the pool.

Now is the time . . . . . .
to bring in your lamps for

BETTER LIGHT
and
BETTER LIVING

3-way reflector globe—taller Harp — new cord — a new shade to enchance your room.

JOHN B. JOOSTEN
ACCESSORIES—LAMPS—SHADES
1311 21st Street **Sacramento** **Gilbert 3-8881**

Fairyland, Opens Sesame!

(Continued from page 9)

is soon to become a reality! Mr. Cavanaugh and Mr. Renfree were highly enthusiastic at the private meeting with out committee on September 14, wishing only to be assured of financial success The statistics speak for themselves. Pixie Woods in Stockton, during a 3-month period, had 65,000 paid admissions. Detroit's Belle Isle Fairyland had 210,687 paid admissions during their first five months of operation. The Children's Fairyland at Oakland had 352,093 admissions in their first year. So clear sailing is ahead. A contest to name the project is being arranged. An executive committee of four civic and business representatives, one Junior Leaguer, soon will form. As an incorporation with an official name, they will then seek 50 sponsors to underwrite the project at $1,000 each. The executive committee will designate a board, and when matters are firmly established, this board will approach the City Council, dotted line in hand. There is every reason to believe that it will be greeted with waiting pen.

With two accessible patterns to guide us by pitfall as well as by profit, plus an almost untapped wealth of fantasy from Grimm's, Hans Anderson, the Arabian Nights, etc., we cannot miss. Sacramento will have an additional drawing card and a delightful and permanent means of entertaining its citizens. As California's capitol, it is high time we learned to mean Sacramento when we say "The City," and our new project will be a major step in that direction.

Now A Home Owned Store

The Guild House

I. Miller Shoes

Henry Shatkin—(Mgr., Owner)

Charge Accounts Invited.

Guild House
K Street at Eleventh

TELEPHONE GI 3-3527

BEAUTY SALON HSBS HOTEL SENATOR

MR. CHARLES AND STAFF, HAIR STYLING

Corner of 1[illegible] and L Streets **Hotel Senator Mezzanine**

Oct. 1, 1955

VOL. 197—NO. 31,839

City Okehs Fairy Tale Park Study

The city council last night agreed to give full consideration to a Sacramento Junior League proposal to build a children's fairyland in Sacramento.

The plan, presented by Mrs. Edwin A. Grebitus, Jr., chairman of the league committee in charge of the project, was referred to the city manager's office for an investigation as to economic feasibility.

R. G. Renfree, city director of parks and recreation, was appointed to represent the city on the executive board of a community corporation which the league proposes to establish to build the project.

Council adopts plan to route traffic across Freeport Boulevard at Sutterville Road. Page 4.

Splendid Idea

Councilman Frank Seymour expressed what appeared to be the council's sentiment of the plan.

"I think it is a splendid idea," he said. "I have watched with considerable interest the development of similar projects in other cities and have hoped some organization would take hold of the idea here."

The project, as outlined by Mrs. Grebitus, would be similar to the Fairyland in Oakland's Lakeside Park and Pixie Woods in Stockton, San Joaquin County.

"Children's Fairyland," Mrs. Grebitus stated, "will be a manifestation of fairy stories, using little live pets and buildings in miniature.

"Conceived and designed at child level, it will bring popular Mother Goose rhymes and fairy tales into actual being, in a fantastic and permanent way. Grownups would not be permitted into this colorful land of make believe unless escorted by a child.

"The object of fairyland is to supply diversion, interest and education to toddlers and youngsters in a realm hitherto unexplored in Sacramento."

Renfree Enthusiastic

Renfree explained he has been working unofficially with the league committee for several months and is enthusiastic about the plan.

"There are a few things," he said, "such as financing which we would like to iron out before making a definite recommendation to the council."

The junior league would set up the organization and donate one exhibit to the Fairyland and help seek donations of other individuals and organizations.

The city would be asked to donate a site, presumably in one of the city parks, and take over administration of the project.

Mrs. Grebitus emphasized the league's belief that the project

Continued on page 4, column 7

Council Agrees To Consider Fairyland Park

Continued from page 1

would be self supporting once the original cost of construction is paid.

A similar project in Detroit, Mich., she pointed out, operates only five months of the year and cleared an income of $7,209.17 over operating costs last year.

In Oakland the Fairyland had a total attendance of 353,874 paid admissions during the last fiscal year and is expecting more this year. In August, for example, 94,752 children and adults paid to enter, compared to 63,113 in August a year ago.

Admission charged by most projects of the type is 10 cents for youngsters and 15 cents for adults. Courtesy passes are issued to the underprivileged through community organizations.

"Such a project would be dear to the hearts of everyone in Sacramento, I'm sure," Mrs. Grebitus declared. "In this fast moving atomic age we should not allow our children to forget the folklore which is many centuries old and is so vital a part of growing up."

DNESDAY, OCTOBER 19, 1955

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Big Project Undertaken

This is something that needs doing in the capital city, where we make much of recreation and play. We commend the Junior League for suggesting the plan.

AIR MAIL

Association of the Junior Leagues of America, Inc.

THE WALDORF-ASTORIA, NEW YORK 22, N. Y.

ELdorado 5-4380

October 17, 1955

Mrs. Fred E. Carnie, Jr., President
Junior League of Sacramento
731 Casmalia Way
Sacramento, California

Dear Jean:

Your wonderful Fairyland clippings are a nice send-off. I'm leaving shortly on a 7-weeks trip of League visits and Regional Meetings.

You have done a superb job through your newspapers -- the clippings tell the story so clearly and accurately. I can't decide whether this project belongs in the recreational, cultural or educational field so I'm sending the publicity to all our Consultants and to our Director of Public Relations. I want them all to share in the excellent job you have done.

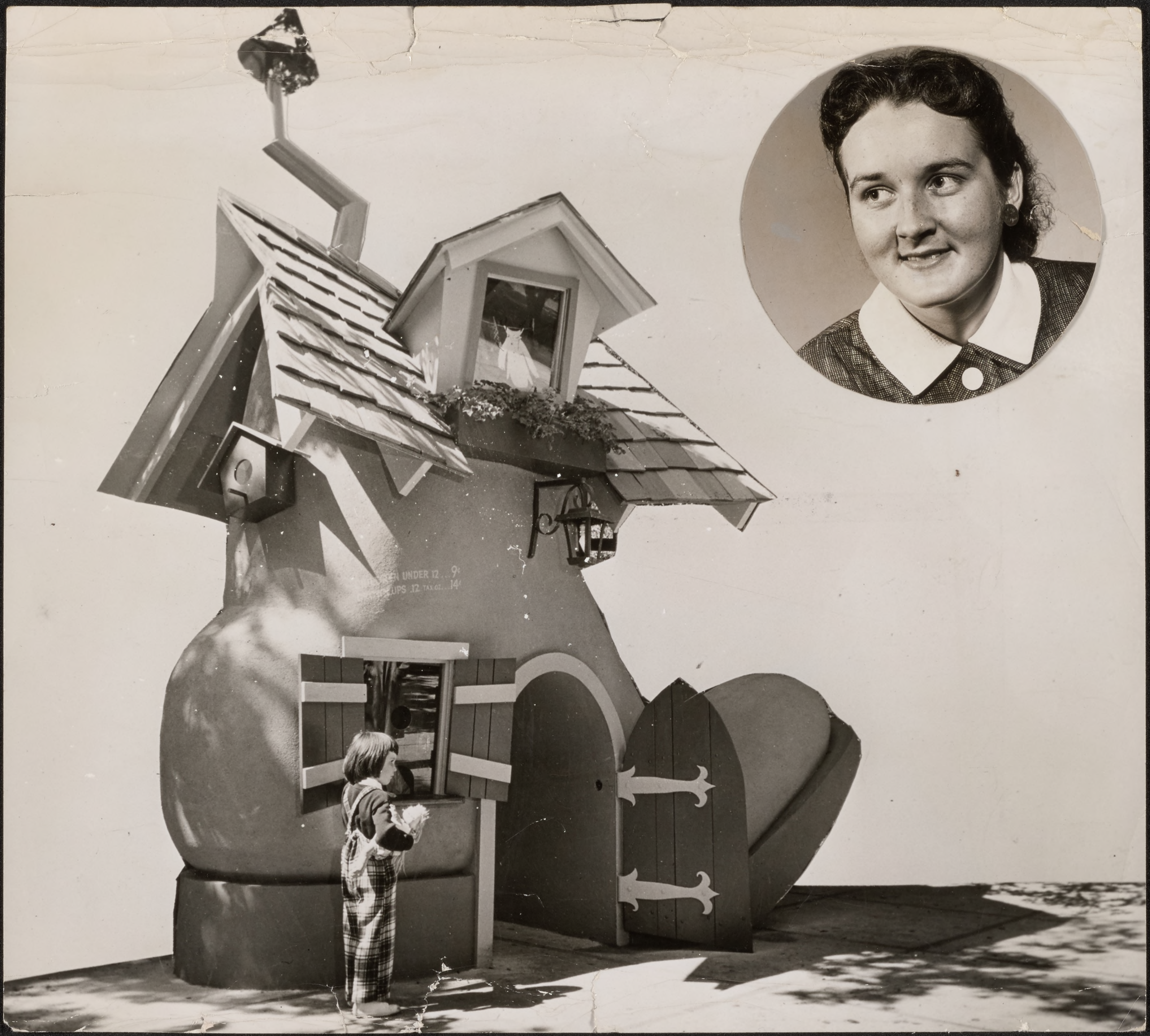
With all good wishes -- and when next I'm in Sacramento, may I borrow a child for a trip to Fairyland?

Cordially,

Streck

Mary C. Strecker,
Consultant on General Program

MCS:bw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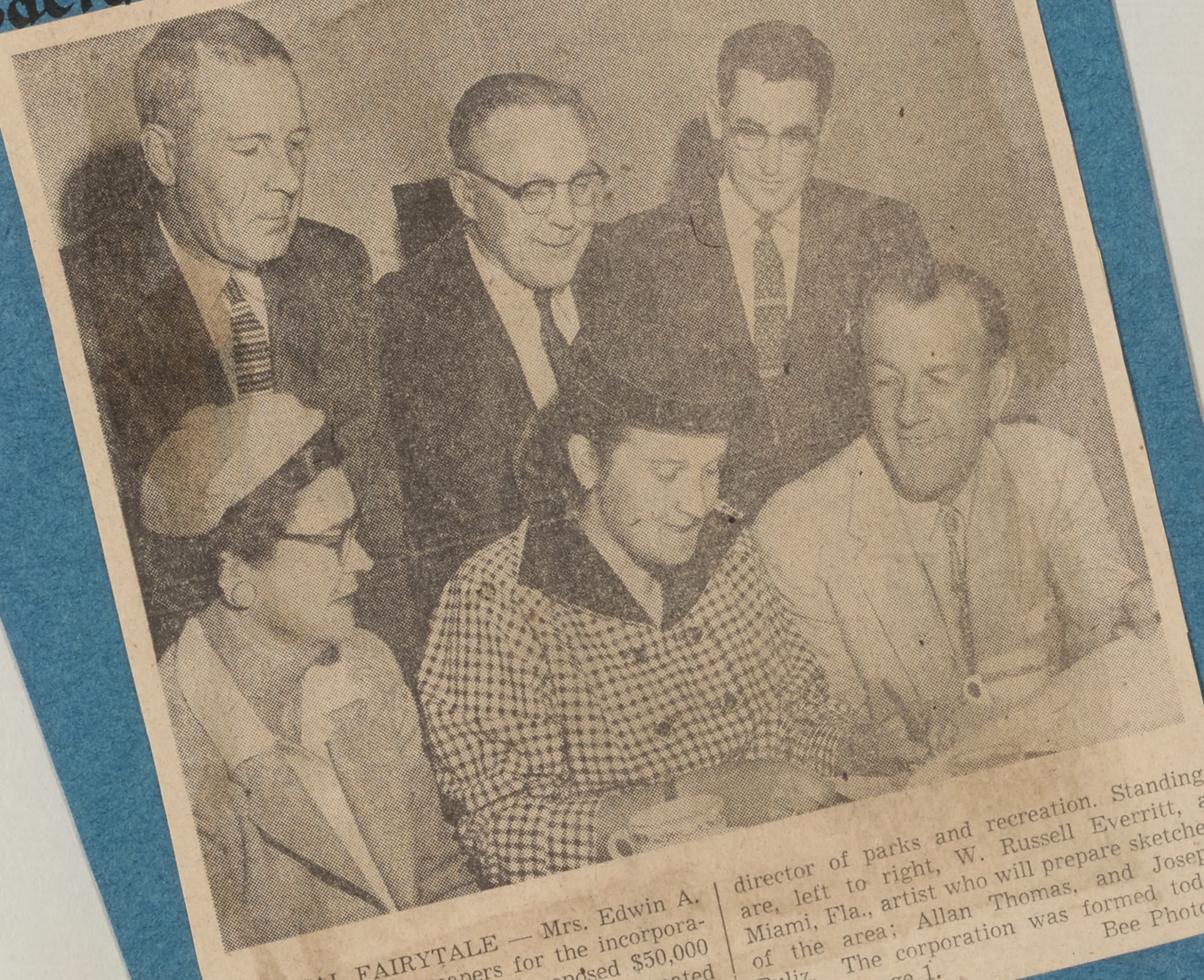
UPS 12 TAX OZ ... 14¢

4 - Col UNION Sunday

Sox

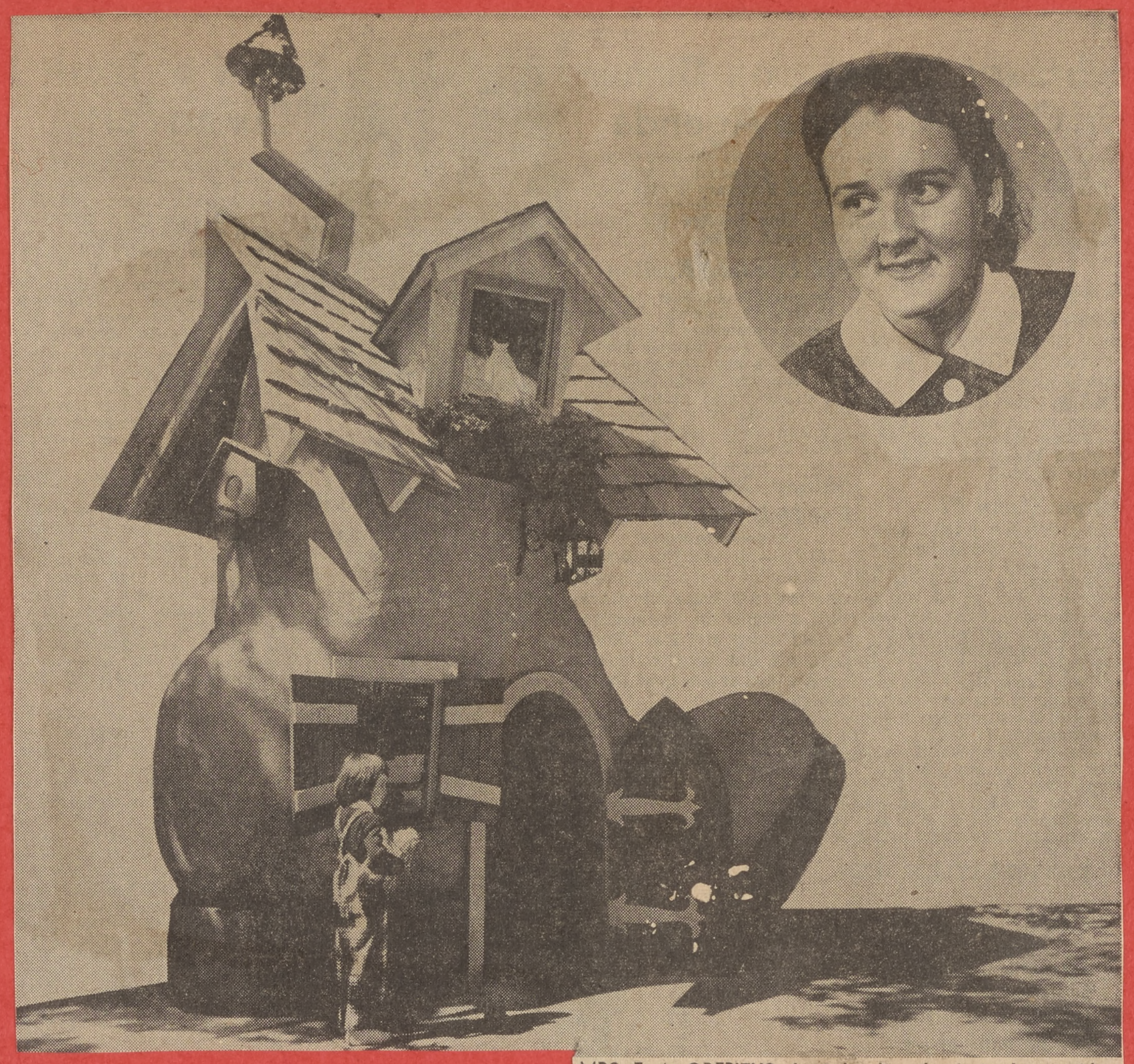
Beth
BREMNER

Sacramento Bee – April 12, 1956



A REAL FAIRYTALE — Mrs. Edwin A. Grebitus, Jr., signs papers for the incorporation of Fairytale Town, a proposed $50,000 Sacramento amusement area. Also seated are Mrs. M. D. MacMillan, left, of the city board of education and Reg Renfree, city director of parks and recreation. Standing are, left to right, W. Russell Everritt, a Miami, Fla., artist who will prepare sketches of the area; Allan Thomas, and Joseph Puliz. The corporation was formed today Story on page 1. Bee Photo

Sacramento Union – January 22, 1956

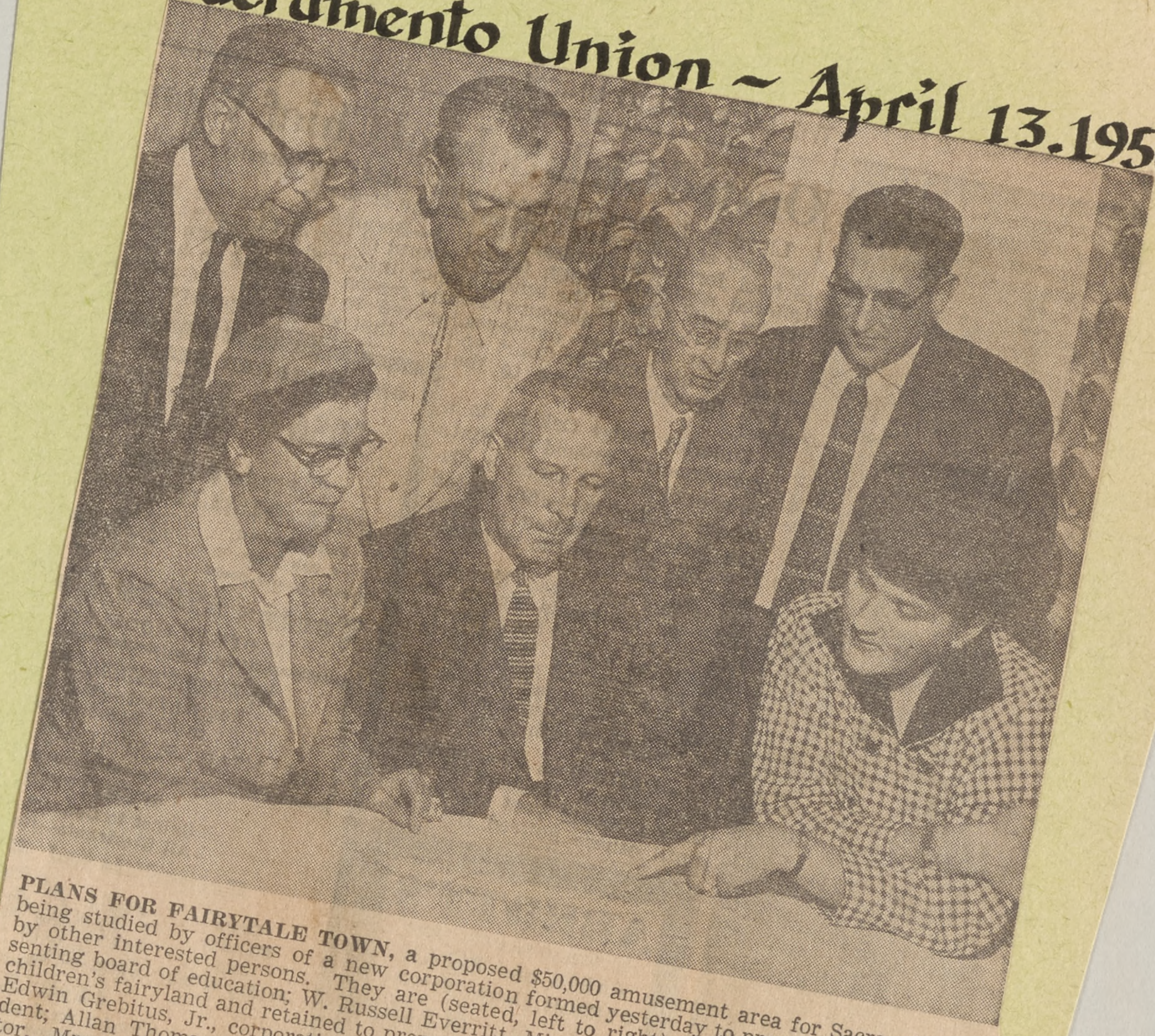


MRS. E. A. GREBITUS, Jr., is heading the Junior League idea for a fairyland to be constructed in Sacramento. She overlooks a model of the large concrete "Woman Who Lived in a Shoe" which serves as the entrance to a fairyland already constructed in Oakland. When constructed here, the fairyland will offer a completely new type of entertainment for children.

THEN, THERE is the Fairyland—just a story now, but an honest-to-goodness land to be created somewhere in Sacramento in the near future. Members of the league have voted to spearhead a drive in the area to construct a children's fairyland—complete with ageless characters of Mother Goose.

The league does not propose to build such an extensive project on its own, but will work in the community to raise funds. An independent organization is being formed and will be incorporated to be operated by an executive committee of civic-minded Sacramentans. The City Council has voted to give full consideration to the project and has appointed Reg Renfree to represent the city on the Fairyland executive board. To date, the project has received endorsement of Sacramento 20-30 Club and the Downtown Sacramento Lions Club.

Sacramento Union – April 13, 1956..



PLANS FOR FAIRYTALE TOWN, a proposed $50,000 amusement area for Sacramento, are being studied by officers of a new corporation formed yesterday to promote the project, and by other interested persons. They are (seated, left to right) Mrs. M. D. MacMillan, representing board of education; W. Russell Everritt, Miami, an artist who designed Oakland's children's fairyland and retained to prepare sketches for the 16 proposed local sets, and Mrs. Edwin Grebitus, Jr., corporation president; (standing, left to right) R. G. Renfree, vice-president; Allan Thomas, treasurer; Lester Brownell, secretary, and Joseph Puliz, publicity director. Mrs. Grebitus said that a two-acre site has been chosen in East Portal Park at 51st and M Streets. The location is subject to City Council approval. Mrs. Grebitus reported an anonymous donor has contributed $3,000 to get the planning phase under way. An appeal will be made to Sacramento service clubs and individuals to contribute the remaining $47,000 needed before construction can begin.

.....then plans & problems...

Sac. Bee - Apr. 16

Petitions Hit Fairy Tale Town Site

Petitions opposing the location of a children's Fairy Tale Town in East Portal Park, 51st and M Streets, were being circulated today by residents of the area.

Mrs. Robert W. Sears of 5120 M Street, said a neighborhood meeting has been called for tomorrow night in the home of Cira L. Barbaria, 5100 M Street, Sacramento restaurant manager, to discuss the situation.

Mrs. Sears says Barbaria, who could not be reached, has been chosen as spokesman for the neighborhood group opposing the location of the fairyland.

Junior League Project

The Fairy Tale Town, which would be administered by the city parks system, was originated by the Sacramento Junior League whose members worked on advance plans for the project and then withdrew from participation in favor of a newly formed corporation.

An appeal will be made to Sacramento service clubs to contribute funds to build the amusement park."

"We are not opposed to the idea," Mrs. Sears said, "but we feel East Portal Park is not the proper location for such a project. The park is only eight acres and we understand the master plan for Fairy Tale Town includes absorbing the entire site.

"The streets in our neighborhood are narrow and the added traffic, lack of parking space and noise definitely would be detrimental to the neighborhood."

Site Only Tentative

Reg Renfree, city recreation director and vice president of the Fairy Tale Town corporation, said the East Portal Park location has been selected only tentatively.

Renfree said the group is not yet ready to make final recommendations on the fairy town site to the city council which must approve its location.

"Final selection of the site," Renfree said, "depends upon results of studies by the city traffic engineer and others to see what problems, including traffic congestion and noise, would be created."

Mrs. Grebitus Concurs

Mrs. Edwin A. Grebitus, president of the board of directors of the Fairy Tale Town corporation, concurred that the East Portal Park site is only tentative.

Mrs. Grebitus explained that the group has retained W. Russell Everritt, Miami, Fla., artist, to prepare sketches of the planned fairy town.

Everritt visited Sacramento recently to study possible sites, Mrs. Grebitus said, and recommended East Portal Park as a location.

THE SACRAMENTO UNION Tuesday, April 17, 1956 11

Residents of East Portal Park Don't Want Fairy Tale Town

Residents of the area of East Portal Park, 51st and M Streets, yesterday announced they were circulating petitions in protest against possible establishment of a children's Fairy Tale Town at that location. A neighborhood meeting has been scheduled tonight in the home of Cira L. Barbaria, 5100 M Street, according to Mrs. Robert W. Sears, 5120 M Street, who said Barbaria will act as spokesman.

Construction of Fairy Tale Town was first proposed by members of the Junior League, and plans have since been turned over to a newly formed corporation dedicated to the project.

"We are not opposed to the park," Mrs. Sears said, "but we feel East Portal Park is not the proper location for such a project. The park is only eight acres and we understand the master plan for Fairy Tale Town includes absorbing the entire site.

"The streets in our neighborhood are narrow and the added traffic, lack of parking space and noise definitely would be detrimental to the neighborhood."

Reg Renfree, city recreation director and vice-president of Fairy Tale Town Corporation, said the location has been selected only tentatively, pending results of studies by the city traffic engineers and others "to see what problems, including traffic congestion and noise, would be created."

Mrs. Edwin A. Grebitus, president of the corporation's board of directors, said the group has retained artist W. Russell Everritt of Miami, to prepare sketches: Everritt visited Sacramento recently to inspect proposed sites and recommended East Portal Park.

A final recommendation must be made to City Council. The "town" will be operated under the City Parks System.

Park Is Urged

Editor of The Bee—Sir: I read in your paper that 736 signatures appeared on the petition protesting the move to build a children's Fairy Tale Town in East Portal Park. I feel that these people were justified in their opposition to an installation that would have caused undesirable traffic jams, parking problems and noise.

The state has almost 1,000 acres in the State Fair ground. Why not build this Fairy Tale Town out there along with a permanent amusement park and swimming pools which could be operated eight months of the year with benefit to all the people?

I think we need a place where the children and their parents can enjoy a safe swim or take in a day at a good amusement park.

GEORGE TAYLOR.
7600 Minnesota Drive, Orangevale.

Approves Of Fairyland

Editor of The Bee—Sir: The City of Oakland has a very wonderful and unique Fairyland for small children located on the shore of Lake Merritt. Thousands of children visit it each year.

Of course it does not have swimming pools, tennis courts, badminton or lawn bowling, etc., that only teenagers or grownups can enjoy. Just all of the lovely make believe things.

The wonderous ohs and ahs the starry eyed children utter as they see a real Humpty Dumpty, Jack and Jill or the Old Woman's Shoe are something never to be forgotten. There are no bored or blase children in Fairyland. We should have one too.

MRS. L. V. B.
Sacramento.

Sac. Bee - May 11

City Delays Fairy Tale Town Action

The city council last night put off for two weeks a decision on the controversial location of the proposed $50,000 Fairy Tale Town.

Apparently the project—designed to bring to life characters and scenes from Mother Goose and well known fairy tales — will be established either in William Land Park or James McClatchy Park.

There was no decision to that effect but the council committees on recreation and parks recommended William Land Park as the site. A delegation of Oak Park merchants, supported by Mayor Clarence L. Azevedo, urged the selection of James McClatchy Park.

Council wants mortgages for persons displaced by slum project, page 1.

Oakland Trip Is Planned

The councilmen agreed to wait two weeks, and if they can arrange it, travel to Oakland to look at a similar project there.

Councilman Frank Seymour, chairman of the recreation committee, and Reg Renfree, city director of parks and recreation, supported the Land Park location. They pointed out the park is easily accessible, already has the attractions of the zoo and children's rides to draw people there and the small animals in the zoo could be used to give life to some of the Fairy Tale Town attractions.

Congestion Is Cited

Michael Malaki, president of the Oak Park merchants group, argued that Land Park already is congested and the McClatchy Park has adequate room and parking space available. Azevedo said facilities should be scattered among several parks rather than concentrated in Land Park. He said the people of Oak Park would support the project wholeheartedly.

The council authorized City Manager Bartley W. Cavanaugh to hire Landscape Architect Douglas Kelt to make a master plan for the development of park land in the River Park section and for a face lifting of William Land Park.

The Land Park plans would depend upon the decision on the Fairy Tale Town location.

Sac. Bee - May 8. 1956

City Council Parks And Recreation Group Recommends Fairy Tale Town Be Located In William Land Park

The parks and the recreation committees of the city council, meeting in joint session today in City Manager Bartley W. Cavanaugh's office, recommended that a two acre site be selected in William Land Park for a children's Fairy Tale Town.

The recommendation will be submitted to the council as a whole at Thursday night's meeting.

The committeemen also will recommend that Douglas M. Kelt, a registered landscape architect, be retained to prepare an overall plan for the future development of William Land Park, including the selection of a site for Fairy Tale Town, and for the development of park facilities in River Park.

League Favors Site

Mrs. Edwin A. Grebitus, Jr., representing the Sacramento Junior League, attended the meeting and stated her organization favors William Land Park for the children's project. The Junior League is spearheading the movement for the development of a Fairy Tale Town in Sacramento.

It was pointed out that there is ample space in the 236 acre William Land Park for a two acre site for the children's recreational area.

One site suggested is where the pony ride concession is located east of the zoo. It is planned to change the pony ride concession location regardless of whether the site is selected for the Fairy Tale Town development.

Studies Are Made

R. G. Renfree, city director of recreation and parks, told the council committee and others attending the conference that studies have been made as to the advisability of locating the children's project in one of the other city parks, particularly James McClatchy Park.

The opinion was expressed, however, that the lack of available parking facilities in the vicinity of James McClatchy and some of the other parks made these sites less advantageous than William Land Park.

Any thought of locating the facility in East Portal Park, 51st and M Streets, was abandoned. Several hundred residents filed written objections.

Councilman Bert E. Geisreiter is chairman of the council's park committee and Councilman Frank H. Seymour heads the recreation committee. Councilmen Albert A. Marty and Edgar A. Sayre, Jr., are members of both groups.

The Sacramento Union

May 24

Fairy Town Site May Be Set Tonight

City Council tonight is expected to decide whether Fairy Tale Town will be located in Land Park or McClatchy Park and the outcome appears to be a toss-up.

In a discussion of the matter yesterday Mayor Azevedo said he would like to see the children's zoo with a story book theme located in McClatchy.

Councilmen Geisreiter and Seymour said they favor Land Park and Councilman Shreck indicated he did, too, but other members did not express preferences.

More Council news, Page 1.

FAIRY TALE Town is to be developed with approximately $50,000 to be donated by the Junior League. Operation and maintenance would be by the City of Sacramento.

Azevedo said if the development is not located in McClatchy Park "it should be in some park other than Land Park."

He noted that Land Park has a zoo, pony rides and kiddie midway and that a fourth children's feature would detract from the others.

Furthermore, he added, the people of Oak Park want Fairy Tale Town in McClatchy and are expected to present a petition to that effect tonight with about 2000 signatures.

GEISREITER said location of the town in McClatchy would eliminate it as a park and make it a commercial area.

"We all know that the golf course at Land Park will have to go and that we will develop another course at Del Paso Park. This would give us a lot of room in Land Park.

"Honestly, the proper place for Fairy Tale Town is Land Park because it will be in connection with the zoo," he added.

Seymour said if the Town is to be "kept up right and be successful, you have to have it where people are. If it is not at McClatchy or Land Park, there is no other place where it would work. I think it should be in Land Park."

Shreck said "there is no place in town where kids congregate as they do at the zoo and you have to have attendance to support Fairy Tale Town."

REG RENFREE, city recreation and parks director, said he had "no question but that it would support itself in Land Park, and it should in McClatchy, too."

He said FTT would require about two acres and would draw up to 20,000 children a day, with a possible maximum of 800 at one time.

Councilman Wood said he has received several telephone calls from the Land Park area in opposition to locating FTT there.

Councilman Sayre said he was "sold on Land Park at first, but after thinking about it, I think there is hardly room there. I'm for putting it any place but Land Park."

Sac. Bee ~May 24

City Will Decide Fairy Tale Town Location Tonight

A city council game of button, button, or who gets Fairy Tale Town, will be played to a finish tonight.

The council is expected to decide whether to locate the Sacramento Junior League sponsored project for youngsters in William Land Park or the James McClatchy Park. Council opinion is split and the outcome at the moment appears a toss up.

Mayor Clarence L. Azevedo told the council, during an informal discussion late yesterday, that he favors the McClatchy Park site, just a block away from the Oak Park business district.

"But in any event," he said, "I don't believe it should be in William Land Park. Land Park already has pony rides, kiddy rides and the zoo. If you put Fairy Tale Town there parents won't take the time to let their children see everything.

"It takes 2½ hours to take a youngster through everything that is in William Land Park at the present time."

And besides, he added, the center of population in Sacramento now is at 32nd Street and Montgomery Way, just two blocks from the McClatchy Park site.

Councilmen Frank Seymour, Murle C. Shreck and Bert E. Geisreiter spoke out for the Land Park location.

Fears Commercialism

"If you take over McClatchy Park," Geisreiter said, "you won't have a park—you'll have just a commercial activity. Where will the people go when they want to visit a park"

He said the project, which will feature exhibits designed to bring fairy tales alive for children, logically should be connected with the Land Park zoo.

Seymour and Shreck said they agreed.

"Why are you folks in Oak Park so anxious to get the project?" Shreck asked the mayor. "Is it to get more business in the area?"

Azevedo admitted that is part of it.

"Of course we are interested in getting anything that will help the development of the area," he said.

He added that the Oak Park Merchants Association will submit petitions bearing 2,000 signatures urging the location of Fairy Tale Town in the McClatchy Park.

Plan to Locate Fairy Town In Land Park

A landscape architect will make complete layout plans for Land Park and the proposed River Park under an agreement reached yesterday by City Council Recreation and Parks Committees. The plan also calls for location of the proposed children's Fairytale Town in Land Park.

Reg Renfree, city director of parks and recreation said he expects the plans by architect Douglas Kelt will call for some redesigning of the 236-acre Land Park to accommodate the two-acre Fairytale Town in the most appropriate spot.

KELT ALSO will submit a site development plan for undeveloped River Park, a seven-acre tract on the river side of the American River levee north and east of residential River Park. Residents of the area have asked the council for park development, even to the point of requesting three acres of the tract for a private park.

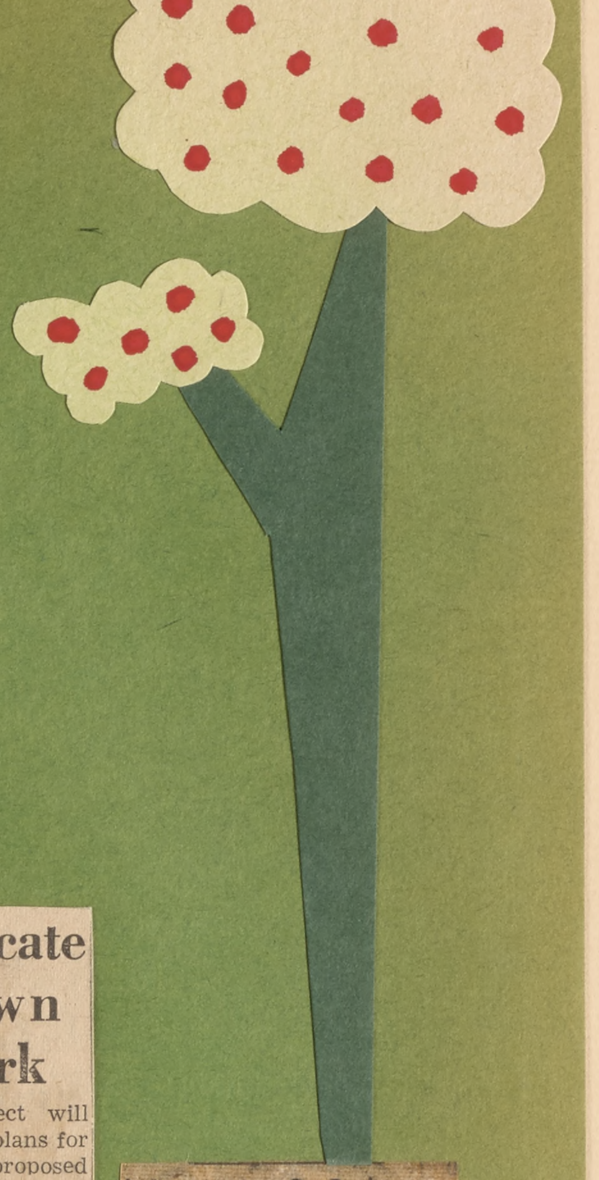
The council committees will recommend the hiring of Kelt's services on both park designs at the full council meeting tomorrow night.

The proposals developed from a meeting yesterday in City Hall on the location of Fairytale Town, a children's playland project sponsored by Sacramento Junior League.

ATTENDING were Mrs. Edwin Grebitus, Jr., of Junior League; Chairmen Geisreiter and Seymour of Recreation and Parks Committees, respectively; Councilman Sayre, a member of Parks Committee; City Manager Cavanaugh, Renfree, and members of the city's recreation and parks staff.

Fairytale Town is being promoted by Junior League through a non-profit corporation which hopes to raise some $50,000 by public conscription to build the project. The Town will be turned over to the city and operated by Parks and Recreation Department.

William Everett, a professional designer now living in Florida will create Fairytale Town. He designed the successful children's fairyland in Oakland.



Wise Action On Park

The Sacramento City Council has acted with welcome dispatch to activate plans for the expansion of the municipal zoo and the creation of the proposed Fairy Tale Town.

The council has authorized the city recreation department to proceed with plans to enlarge the Haggin Oaks golf course from 18 to 27 holes this year and to 36 as soon as possible. This expansion of golfing facilities will more than offset the elimination from the William Land Park golf course of three holes, authorized by the council.

These adjustments will make possible the creation of a Fairy Tale Town for children, a sort of permanent Disneyland, and an enlarged and vastly improved zoo. Coupled with plans for a Sacramento Zoological Society, the revisions mean the already popular and well patronized zoo will move toward a genuine zoo, no longer largely a series of cages.

The intention is to recreate as much as possible the environment in which the animals normally are found or, in other words, to develop a true zoological garden similar to those in San Diego and San Francisco.

These changes should add immeasurably to the utility of the park and the enjoyment of Sacramentans, children and adults alike.

The increase in golf fees will finance the alterations in the courses and they will be well spent. The council is to be credited with acting to serve the community's interests.

THE SACRAMENTO UNION Wednesday, Aug. 29, 1956

Land Golf Course Will Be Cut To Six Holes, Fees Upped

William Land Golf Course will be cut from nine to six holes, golfing fees will go higher, and Haggin Oaks will be boosted to an 18-hole links in a new plan which calls for zoo expansion, addition of Fairy Land, and added picnic and recreation facilities.

Reg Renfree, city recreation director, asked for and received approval last night of City Council of the general plan which had been the topic of several earlier discussions.

Both Renfree and City Manager Cavanaugh called attention to an increased tempo of play on the golf links as a reason for not closing the Land Park Course entirely. Renfree said it had been considered earlier.

HAGGIN OAKS course is nine holes now. It will be expanded to 18, with construction of the next nine due to start soon. Adding nine holes to Haggin will mean an expenditure of $60,000, Renfree reported.

Children's Fairy Land will be located where golf lockers and starter's quarters are now, so No. 1 hole will be eliminated. Expanding the zoo to the Police Academy will call for eliminating eighth and ninth holes.

Renfree also received a vote of approval of his plans to erect new starter's quarters and restroom building near No. 2 tee.

DOUGLAS KELT, landscape architect, has been authorized to start developing a new plan of use for Land Park, considering the approved changes.

Bing Maloney and Haggin Oaks all-day fees for golfing will be $1.25, effective October 1, Mondays through Friday, upward from the present $1 charge. Nine holes at William Land will cost 65 cents. Rates at Bing and Haggin for weekend and holidays will be $1.50, up from $1.25.

FRIDAY MORNING, AUGUST 31, 1956

Council Units Discuss Golf, Fairytown

City Council's Park and Recreations Committees will meet today at 9 A.M. in City Hall to discuss possible expansion of golfing facilties at Haggin Oaks Course and location of Fairytale Town in Land Park.

Reg Renfree, city superintendent of recreation and parks, will report on studies requested by the committees. He said he was not at liberty to discuss his findings until the meeting today.

The committees earlier considered locating Junior League's Fairytale Town on a portion of the Land Park Golf Course and development of a second 18-hole golf course at Haggin Oaks.

Under the proposal, three holes would be taken out of the nine-hole Land Park Course but the could would be redesigned with shortened fairways and continue to have nine holes.

THE SACRAMENTO BEE, TUESDAY, NOVEMBER 27, 1956

Mayor Opposes Recreation Plan For Land Park

Appearing yesterday as the guest speaker at a meeting of the Broadway Kiwanis Club, Mayor Clarence L. Azevedo said he is opposed to expanding recreational activities in William Land Park and would use other city parks to install such new features as Fairy Tale Town.

Replying to a query from the floor during the luncheon club meeting, Azevedo declared he believes the southwest portion of Land Park would be overtaxed with activities if the Fairy Tale Town is placed in a proposed site near the golf course clubhouse and the first fairway.

"I took the position at council meetings four months ago that nothing else should be placed in Land Park," Azevedo declared. "We should keep this park as it is. I would like to see Fairy Town placed in the James McClatchy Park, Tallac Park or any other park where it could be enjoyed by large numbers of children. Everyone cannot go to Land Park and other sections of the city deserve some of these facilities."

Azevedo said it is expected a master plan of the proposed Land Park changes will be ready for study at a special council session next week.

Council Should Stick To Fairy Tale Town Plan

Last ditch pressures are being exerted to induce the Sacramento City Council to play the role of a weathervane and scuttle its decision to build Fairy Tale Town in William Land Park.

The council has scheduled a meeting for December 4th to discuss preliminary plans for making changes in the park. Those plans include the creation of Fairy Tale Town, reduction in the golf course and improvement of the zoo.

The council meeting should be the occasion for going forward with the plans, not for undoing them.

Some golfers oppose the proposed changes; some people in Oak Park would like to get the improvements for James McClatchy Park and possibly a few near William Land Park mistakenly fear increased traffic hazard around the Holy Spirit Parish School.

All of these factors have been considered by the council. All locations in the city have been studied by a group headed by R. G. Renfree, city director of recreation and parks. That group has found William Land Park to be the proper place for the proposed addition. It is ample enough to accommodate large crowds. It has parking space. It is centrally located.

Most large cities center their activities in their principal parks, rather than scattering them. The council acted wisely and should stick to its wisdom.

Important civic groups have endorsed the location of Fairy Tale Town in William Land Park. The golf course is not going to be abandoned immediately, merely reduced.

Most persuasive of all is the fact the council's original action best will serve the unorganized people of the city. Renfree found there were 32,275 people in William Land Park on one day. Only 281 were on the golf course. Yet the course consumes a quarter of the land space of the park. The good of the greatest number clearly is served by the council's original selection of this park for the projected changes.

Traffic hazards actually would be reduced by the revisions, for the plans call for a dead end at the zoo near the school where there is now a through street.

The people of Sacramento are confident the council will stick to its decision and thus conduct itself like a governing body rather than a blob of mercury which trembles off center with every jar.

From first to last the need has been for a long range plan for William Land Park. At least one way for the council to move toward that goal is to hew to the good plans it already has approved.

Sacramento Bee, Thurs., Nov. 29, 1956

The Sacramento Union
Wednesday, December 5, 1956

It Says Here

★ By BILL CONLIN ★

Sports Editor, The Union

FAIRY TALE TIME AT CITY COUNCIL

Mayor Clarence Azevedo called the meeting to order at 4.35 P. M. Which was the precise moment that City Recreation Department's plan to despoil the golfing facilities at Land Park came to a grinding halt.

The so-called Renfree Plan to pull out three well-established golf holes, then extravagantly revise the remaining six, didn't have a chance to survive public scrutiny.

And for yesterday's meeting the director of recreation found a packed council chamber looking over his shoulder. All the seats were occupied and several citizens stood in the rear of the hall. It was a turnout to bring out the best in performance by a municipality's duly elected representatives. Mayor Azevedo, Councilmen Murle Schreck, Ed Sayre, Jim McKinney, Les Wood and Nick Culjis played staunch roles. Individually and together, they penetrated a monumental hoax and saved golf for Land Park. They also revealed a void in responsible municipal planning, but more of that later.

Reg Renfree was the first speaker. He admitted that the city has never had a master plan for William Land Park, and that the present over-crowded condition was a natural evolution. But he held out promise that Douglas Kelt, a landscape architect, might be able to solve the mess.

Additionally, Renfree was going to ask for a study of the zoo by one of the student classes at University of California.

Meanwhile, suggested Renfree, while these reports were being awaited there should be an elimination of the first, eighth and ninth holes. This was necessary, he said, so that additional groups could be accommodated in Land Park. He mentioned more Little League baseball fields, tennis courts, archery facilities, additional picnic areas and a senior citizens' games area that would provide lawn bowling, croquet and shuffleboard.

"We are now using the folk dance area for shuffleboard," said Renfree, "and we also are contemplating the expansion of the rose garden area."

Renfree mentioned the new parking area, but his remarks were drowned out in snickers from the audience. The latter was an expensive innovation which has never been popularly accepted. At Sunday's peak period an actual count showed only four cars parked there.

Renfree mentioned that in 1948 City Council had been approached to establish a new course at Bing Maloney and that "the golfers would then be willing to take the whole nine holes out of Land Park." Renfree didn't pursue this tack, for there were ominous mutterings from the gallery.

"Personally I don't agree the golf course in William Land should be removed," said Renfree, commencing a memorable and, in part, orderly retreat. "What I am seeking is for City Council to designate a golf area in the park."

Councilman Culjis, inspecting the Renfree plan, then asked if No. 8 hole couldn't be retained.

Renfree allowed it could be done but he suggested the course would then be seven holes instead of his recommended six. "Of course, you can have three holes or one," he cracked, "and play it 18 times."

Renfree isn't particularly funny when he ad libs, and the city manager gave him the nudge to go back to the prepared script. There was derisive laughter when Renfree suggested playing one hole 18 times.

Renfree said he wasn't worried about the extra expense of building new greens because, as he put it, "every green will have to be rebuilt in the next few years." The city greenskeepers have allowed bermuda grass to gain control.

Councilman Wood drew cheers when he interrupted Renfree's droning by suggesting that perhaps the archery colony would voluntarily move elsewhere, to another city park perhaps.

Councilman McKinney: "I'm a little disappointed, I came here expecting to see a definite plan for Land Park. When are we going to get a plan?"

Renfree deferred to the landscape architect, Douglas Kelt. The latter said, "I'll have a plan when you find out what you want."

Councilman McKinney retorted, "Is he waiting for us or are we waiting for him?"

Councilman Schreck: "What, Mr. Renfree, do you want us to do?"

Renfree: "You already voted to locate Fairy Tale Town in Land Park and do away with three holes."

Schreck: "Is the council irrevocably committed to removing these three holes?"

Mayor Azevedo said such was not the case.

Renfree: "But the architect is costing us. Those fees come high. We thought we ought to stop here because of the controversy that has developed."

Councilman Schreck, probing at a previously exposed weak flank, "Can you leave No. 8 hole in?"

Renfree: "I think it very probable." (The usual aplomb had been shattered. Renfree was reduced to talking while City Manager Cavanaugh stepped into the breach and attempted to wield a pointer against the background of a crudely scrawled Land Park map).

Cavanaugh: "I don't think a third of the park should be used for golf. It was intended originally as a general park area."

Councilman Sayre: "Why can't we give consideration to another location for Fairy Tale Town? (Applause). The councilman, disdaining the play from the gallery, retorted, "I'm not speaking for golfers. I don't know anything about the game."

Cavanaugh: "As I recall the reason for selecting this site for Fairy Tale Town was that the council told us to put it there."

Councilman Wood: "I believe Fairy Tale Town is the one thing causing all the trouble. I voted at the time to put it in another park. I still believe it should be in another area."

Mayor Azevedo: "We did it without a master plan."

Councilman Wood: "And that's why I say we should now have an opportunity to study this matter. I'm not going to vote until we've been given this chance." (Applause).

By this time, the meeting was progressing into the dinner hour. Many of the Land Park housewives were getting up to tiptoe out of the assemblage. They had meals to prepare. The council picked a singularly poor time for a protest meeting, or did it?

Howard Welch was the first citizen to speak. He started off by directing his remarks to Councilman Seymour. "Frank," he chided, "I don't think any one person represents golf."

Welch then hit upon the mislocation of the zoo in Land Park and concluded by pointing out that the Renfree-Cavanaugh policies would only increase the traffic problem in Land Park rather than alleviating it, "What you're doing with Fairy Tale Town is to attract more people into Land and create new traffic problems. It might be well to take Fairy Tale Town and try to work out something with the county. Make them join you in something that will work."

Cavanaugh interjected that on certain Sundays Land Park already had so much traffic "I don't think it can accommodate any more." It was a lame attempt at levity, and the last from this source.

Paul Coletti, a Land golfer, wanted Renfree to explain who was behind placing Fair Tale Town in Land Park, in the first place. Renfree blamed the Junior League.

Coletti added, "Pretty soon Fairy Tale Town will grow, and then we'll lose three more golf holes."

Renfree replied, "That's what I'm afraid of. We've never had a master plan."

Councilman Schreck: "You're talking about an awfully lot of acreage to accommodate just 2.4 acres for Fairy Tale Town. You're taking 30 acres of golf space for a facility requiring only 2.4 acres!"

Charles Rudolph spoke on behalf of Land Park Golf Club. He pointed out the club's availability, particularly to juniors traveling on their bicycles, was of great consequence. He added, "The city will suffer a loss of revenue if the course is cut because many persons will not play a six-hole course. Overcentralization of activity is responsible for the troubles in Land Park. And the confusion isn't going to be helped by another installation."

Rudolph said he felt that picnickers will in the future be diverted to larger areas, such as Folsom Dam, Nimbus Lake and Miller Park. "In all probability it will be much easier," he added, "to divert these picnickers than to remove an expensive and valuable golf facility."

Rudolph then introduced two alternate plans:

1—This calls for the construction of two fences, one down the south side of No. 4 and the other from the parking lot to the end of the ninth hole, to prevent hazards from golf balls, arrows, baseballs and auto traffic.

2—"But if you feel Fairy Tale Town must be placed in

(Continued on Page 8, Col. 1)

IT SAYS HERE

(Continued From Page 7)

Land Park," said Rudolph, "we feel a nine-hole course can be retained. The first hole can be shortened to a par three, the eighth hole can be made a par four, and the clubhouse can be moved to the present parking lot. This will provide a regulation nine-holer with a par of 35."

Renfree: "It sounds very reasonable."

The Land Clubbers supplemented their request with blueprints which were made available to the council.

Roy DeMartini, another spectator: "The best policy you can take is to remove the zoo. Then you'll have everything you want in Land Park with no problems. The zoo is full of rats. If you think I'm lying, just go out there at night and see for yourself."

Mrs. Ernest Pleschner: "I've seen posters urging a larger and better zoo. Couldn't the zoo be moved out and Fairy Tale Town located in this space? I would like for the council to consider this."

Other speakers, including Dave Kaplan who pointed to an inequity in monthy rate green fees at the three municipal courses, continued to get up and speak.

Councilman Seymour excused himself at 5:55 P. M. He had to get back to his store.

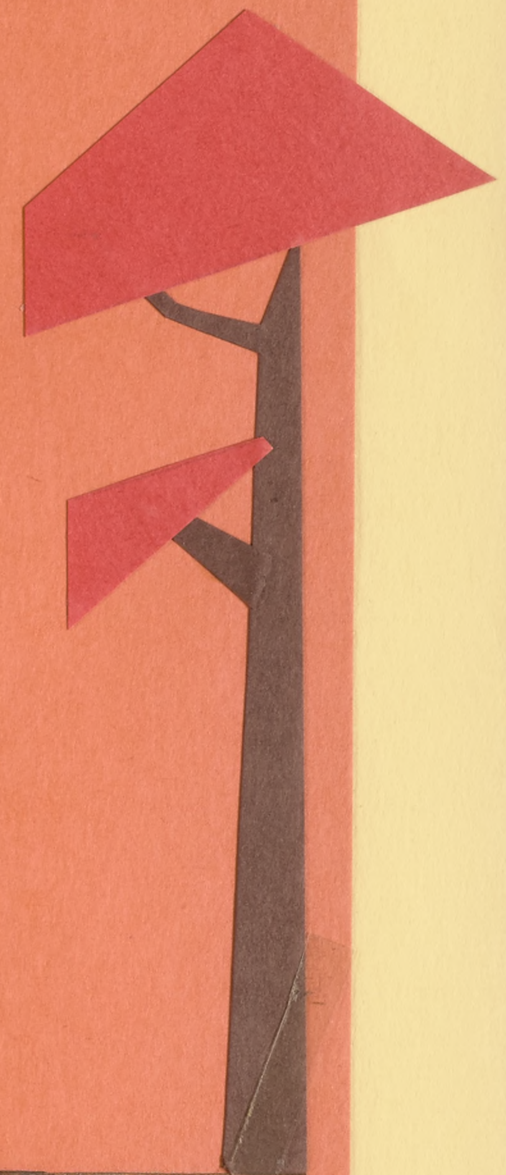
The audience, too, was thinning but a half dozen letters of protest were read into the record.

Finally, Mayor Azevedo said the whole matter would be taken under advisement. He wasn't going to let a destructive plan come to a vote until more facts were available.

Councilman Schreck then summarized the whole afternoon's hearing when he said:

"Well, at least we haven't torn up any greens or fairways. There are areas in that park, Reg, that aren't developed. Speaking my own thoughts, I have to give very serious consideration to this alternate plan. The picnickers only use the park a certain number of warm days, but the golfers use it consistently and regularly. Yes, I think this plan that the golfers have brought in sounds feasible. I hope real study can be given to it."

The mayor and councilmen thanked the golfers for their courteous and orderly approach. The session broke up in smiles. But there were a few gnashed teeth. They may show up around City Hall today if a few parties choose to open their mouth.



DECEMBER 6, 1956

WHAT'S YOUR IDEA FOR LAND PARK?

And what do YOU think about Land Park?

In the city's admitted failure to provide a master plan for Land Park's future, readers of The Sacramento Union are being asked to furnish their own ideas.

The convenient ballot form is available as a time-saving measure. But if you have other suggestions, feel free to add them to the ballot coupon.

First returns from this cross-section will be announced in Sunday's newspaper.

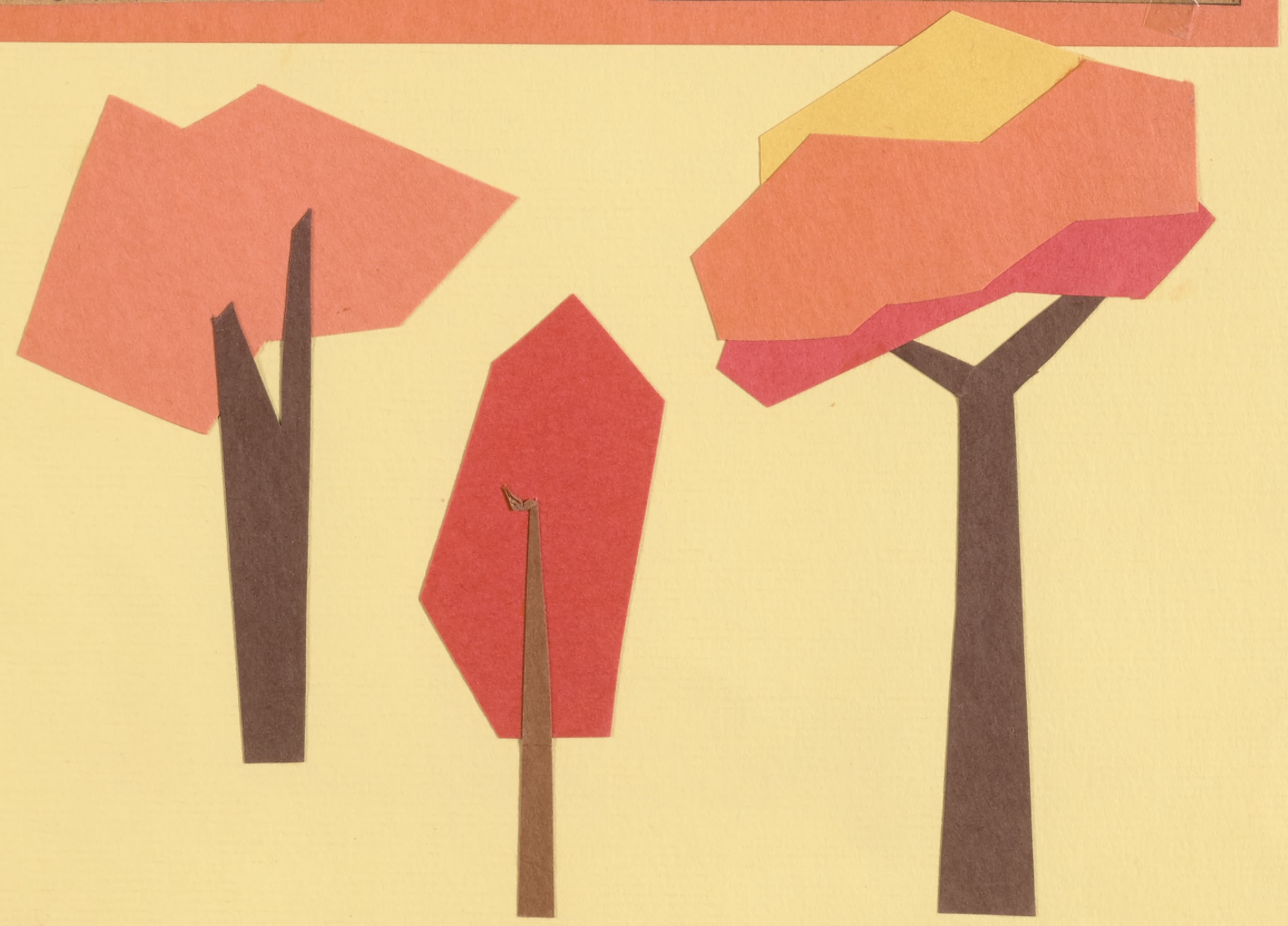
Land Park Ballot

	Yes	No
Do you think golf facilities should be curtailed?	☐	☐
Do you think the golf course should be removed?	☐	☐
Do you think space should be created for Fairy Tale Town?	☐	☐
Do you think the zoo should be moved?	☐	☐

Other suggestions ____________________

____

Return or mail to Land Park Editor, The Sacramento Union, 19th and Capitol Avenue, Sacramento.



THE SACRAMENTO BEE, WEDNESDAY, DECEMBER 5, 1956

Council Backs Off From Land Park Changes

By Tom Goff

Plans for the redevelopment of William Land Park to include a Fairy Tale Town for children and other recreational activities were held up, at least temporarily, last night by a city council obviously swayed by pressure from golfing interests to keep the park's nine hole golf course intact.

The council withheld an endorsement from plans it already had approved and agreed to take the entire matter under advisement. Their studies will include proposals presented by the William Land Park Golf Club.

Mayor Clarence L. Azevedo announced this morning a dinner meeting has been arranged for 5:30 PM tomorrow in an effort to get the matter settled once and for all.

Zoo Expansion Doomed

Plans supported by the newly formed Sacramento Zoological Society for an expanded zoo in the park appeared doomed.

R. G. Renfree, city recreation and parks director, in presenting a preliminary landscape architect's sketch of the proposed park revision, said no such plans were included.

"The zoological society may have said in the zeal of their organizing they were planning to enlarge the zoo," the official said, "but the city has no such plans.

"We could never see any expansion of the zoo, particularly to the north, as has been suggested. That is one of the most beautiful areas in the park. We are thinking more of just improving the existing zoo."

City Had Backed Group

City officials earlier had endorsed the formation of the zoological society and announced plans to back it to the hilt.

"All of us in the city administration are anxious to improve the zoo," City Manager Bartley W. Cavanaugh said last August, "and we feel that this will aid a great deal in attaining our goal.

"We want the support of the community and we certainly will welcome any help the society can give us in planning for and building the type of a zoo the people of

Continued on page A6, col. 1

Council Backs Off From Land Park Changes

Continued from page 1

Sacramento want and will enjoy."

Down The Line

The preliminary plan presented to the council late yesterday went right down the line with earlier council recommendations.

It eliminated the first, eighth and ninth golf holes and showed Fairy Tale Town on the site presently occupied by the golf clubhouse.

Other details included a straightening of Land Park Drive, the principal thoroughfare through the park, and the dead ending of West Land Park Drive in the vicinity of the Holy Spirit Parish School, northwest of the zoo. In earlier discussions the closing of West Land Park Drive was contemplated to provide for expansion of the zoological facilities to the north.

Temporary Six Holes

The plan approved by the council for the golf course would have left it a six hole course only temporarily. As soon as the new 18 hole course at Haggin Oaks was completed the plan was to set up a short nine hole course in William Land Park in the area occupied generally by the remaining six holes.

Renfree said the area now occupied by the eighth hole also might revert to golf when the course is redesigned.

Other Facilities

Planners, he said, are considering the establishment of several other facilities in additional area which would be gained by reduction of the golf course. They include:

1. Additional Little League baseball fields, presently in short supply.
2. Tennis courts.
3. A new archery range to replace the one presently considered hazardous to picnickers and others.
4. More picnic area.
5. A senior citizens game area.
6. Relocation of the rose garden area.
7. More parking space.

Golf Club Proposal

The Land Park Golf Club proposals were submitted by Charles Rudolph of 2331 Thompson Way, who said he had been designated the club's spokesman.

First of all, he said, the club believes the course should be left just as it is. He listed several reasons including the use of the course as a training ground for beginners and youngsters.

But if the council is determined to put Fairy Tale Town where the golf clubhouse now stands, he said, the club would keep the present course nearly intact by shortening two holes and lengthening one other.

The plan would move the clubhouse to a spot east of the newly constructed parking lot. The ninth hole would be shortened and become the first hole. The existing first hole also would be shortened and become the second hole. Each succeeding hole would be raised one in numerical order and the present eighth hole would be lengthened to provide a four par final hole for the remodeled course.

The plan would provide 14 acres, as compared to more than 30, for Fairy Tale Town and the other activities.

Shreck Urges Study

Councilman Murle C. Shreck, who pointed out he was absent when the council took its initial action on the golf course, urged "serious study" of the golf club proposal.

"I hope we give it every consideration," he said. "After all picnickers and others only use the park on Sundays and holidays when the weather is warm but these golf boys are out there every day no matter what the weather."

He suggested presently unused territory on the northern edge of the park be considered for some of the other activities.

Three Stand Fast

Only Councilmen Bert E. Geisreiter, Frank H. Seymour and James B. McKinney stood fast on their earlier decisions.

Geisreiter however, got nowhere when he called for council endorsement of the preliminary plan and instruction to Renfree to proceed with the development as proposed.

McKinney said he was disappointed that a final and complete plan for the development was not presented.

Wood Is Against

Councilman Leslie E. Wood asserted any plan is subject to revision and he had not favored putting Fairy Tale Town in Land Park to begin with.

"I'm not going to say we should take Fairy Tale Town out of the park at this stage," he said, "but I'm not going to vote for this plan on the spur of the moment. I believe we should have some time to study it."

Geisreiter pointed out the plan was not "spur of the moment" and had been worked out after lengthy discussions with the council and a great deal of effort on the part of city officials.

"This location of Fairy Tale Town is not just a happenstance," he said. "It is not something that just happened."

Councilman E. A. Sayre, Jr., suggested Fairy Tale Town be located in a small section of the park adjacent to the children's playland.

Citizens Speak Against

Several citizens spoke against the original proposal. They included Carol MacDougall of 2952 14th Street, who said she represented the local parent teacher association council, and Roy DeMartini of 2600 Sutterville Road, a spokesman for residents in the vicinity of the park.

Mrs. MacDougall said her organization favors Fairy Tale Town but not in the location proposed. She urged that the golf course be left intact as a deterrent to juvenile delinquency.

DeMartini called for removal of the zoo.

"There are nothing but rats out there at night time anyway," he said. "I don't see why these special meetings are held, they don't amount to anything and we never get anywhere. Just move the zoo out of there and then we'll be happy."

Sacramento Bee, Thurs., Dec. 6, 1956

Story Town Group Backs Land Park Site

The Fairy Tale Town Committee, established by the Junior League of Sacramento, Inc., to promote and build a fairyland for Sacramento children, today endorsed the proposed William Land Park site for the project.

Mrs. Don E. Reid, chairman of the committee, pointed out the site was picked by the city council several months ago.

Site Is Backed

"Although the committee neither suggested nor proposed this particular site," she said, "it is of the opinion that the decision was sound and proper for the following reasons:

"1. The proximity of the zoo is necessary for the adequate care of the baby animals which will be used in the project.

"2. The families using other facilities in the park will be able to visit Fairy Tale Town, too.

"3. The easy accessibility by bus and car.

"4. The central location of William Land Park.

"5. Parking facilities already available in the park.

"6. The project needs the established setting of trees and shrubs to enhance its charm."

City council schedules further William Land Park discussion tonight. Story on page A1.

History Of Project

Mrs. Reid outlined the history of the Fairy Tale Town project "to clear up confusion" about the program which has arisen during the current William Land Park controversy.

"Early in 1955," she said, "the Junior League of Sacramento, Inc., investigated the possibilities of such a project.

"After trips to Oakland's Fairyland and Stockton's Pixie Woods it was found that here was a new idea for Sacramento — to build a land of make believe with approximately 16 miniature buildings depicting familiar fairy tales with baby animals right on the scene for children to play with and feed."

Examples Of Exhibits

Examples of what the planners have in mind, she said, include a Little Red School House complete with Mary's Little Lamb; straw, wood and brick houses built by The Three Little Pigs, King Arthur's castle where children may have birthday parties, a little theater for puppet shows.

"The project," she said, "is designed to instruct, educate and entertain our citizens of tomorrow."

She explained the Junior League in September, 1955, asked the city council to provide a site and to agree to operate the project as part of the city recreation program. In return the league would spearhead a drive to build the project and turn it over to the city without cost.

"From the experience of other communities," she said, "the area would be self supporting with the help of a very small admission cost."

Groups In Committee

Mrs. Reid pointed out the Fairy Tale Town Committee, an independent corporation, was set up by the Junior League because it believed the project should be a community endeavor. The committee is made up of representatives of service, business, financial, school, professional and labor organizations. It was incorporated April 12, 1956.

She said the committee's ultimate goal is to see the project completed during 1957.

The Sacramento Union
Friday, December 7, 1956

City Orders Small Land Park Links

Holes 1, 8, 9 Replaced by Fairy Town

By TOM EVANS

City Council last night ordered preparation of a master plan for Land Park as outlined in August decisions, which provided for elimination of Holes 1, 8, and 9 of Land Park Golf Course and location of Fairy Tale Town in the area.

A second motion instructed City Manager Cavanaugh to present on December 20 a layout for a redesigned nine-hole course in the smaller area to be devoted to golf.

Cavanaugh said it is probable the redesigned course will include space occupied by Hole 8, thus eliminating only 1 and 9. The new nine-hole course will have a par of 34, compared to the existing 36, he added.

THE GOLF clubhouse will be moved to a location adjacent to the new parking area.

Renfree said completion of the proposed master plan is expected in two months. It will be subject to council approval.

The master plan is expected to contain recommendations for roadway changes, improvement of the zoo, relocation of the pony ride area and provision of additional facilities in the area now occupied by Holes 1 and 9.

Facilities under consideration for this area are Fairy Tale Town, Little League baseball fields, tennis courts, archery range, picnic area, lawn bowling and shuffle board courts.

THE COUNCIL actions last night were unanimous and came after review of its August decisions at a special meeting just prior to the regular meeting.

Councilman Seymour, chairman of council's Recreation Committee, pointed out at both meetings the City Recreation and Parks Department, headed by Reg Renfree, recently has come in for a lot of criticism on decisions that actually were made by the council.

He said Renfree had acted only on the instruction of the council, which in turn follow-

(Continued on page 2, col. 2)

Links in Park Shuffled Into Smaller Area

(Continued from page 1)

ed the recommendations of the Recreation and Park Committees. The latter is headed by Councilman Geisreiter.

"The beating that the Recreation Department has taken," Seymour said, "should have been taken by the City Council because we are the ones who are responsible."

RENFREE SAID the number of people using the golf course at present is about the same as in 1948. During the same period use of the zoo, for example, has grown substan-

he said.

A count last Mother's Day showed 281 persons used the golf course, compared to 12,000 at the zoo.

City Planning Director Rathfon said he has "always thought Land Park needed a revision. It was designed years ago for a drive through the park. There are too many roads and too much land is devoted to golf.

GEISREITER recalled council decided in 1948 "the golf course at Land Park would be gradually eliminated in favor of other activities." He said that determination had the blessing of golfers then because of the city's decision to build Bing Maloney Golf Course.

Councilman Shreck pointed out that while golfers may have consented to elimination of the course in 1948, there are many golfers new to the Land Park since that time who may not agree with its eventual abandonment.

Councilman Culjis expressed the opinion that too many recreational facilities are being placed in Land Park and said Miller Park and Nimbus and Folsom Reservoir areas will attract many picnickers away from Land Park.

MRS. REID ENDORSES FAIRY TOWN SITE

City Council's selection of Land Park for the proposed Fairytale Town has been endorsed by Mrs. Don E. Reid, chairman of Sacramento Junior League's Fairytale Town Committee.

Funds for the children's entertainment and education feature are to be obtained by Junior League through public subscription. Estimated construction cost is $75,000.

Mrs. Reid said the committee did not suggest locating Fairyland Town in Land Park, but council's decision to put it there was "sound and proper" for these reasons:

1—Proximity of the zoo is necessary for adequate care of baby animals to be featured in Fairytale Town.

2—Families visiting other facilities in the park would be able to visit the new development, too.

3—The location would be easily accessible by bus and car.

4—The park is centrally located.

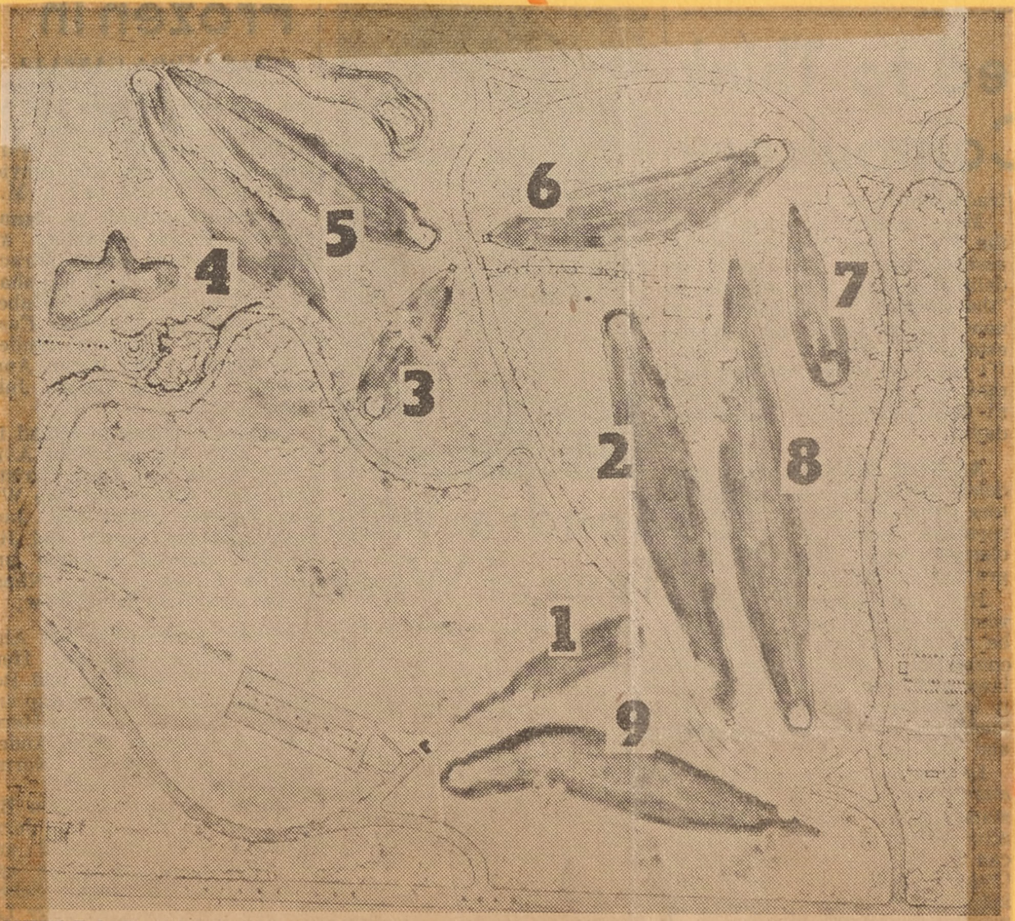
5—Parking facilities already are available.

6—The project needs the established setting of trees and shrubs.

Fairytale Town would have approximately 16 miniature buildings depicting children's stories and baby animals for children to play with and feed, Mrs. Reid said.

EXAMPLES WOULD be the "Little Red School" with "Mary's Little Lamb," houses built by the "Three Little Pigs," "King Arthur's Castle" where children could have birthday parties, and a little theater for puppet shows.

Operation of the area would be by City Recreation and Parks Department.



NEW LAND PARK GOLF COURSE, proposed by Reg Renfree, city recreation and park director. Most of the area occupied by existing fairways for Holes 1 and 9 (lower left one-fourth of the picture) will be deleted to make room for other recreation facilities. The Fairy Tale Town site is at left, across the roadway from the amphitheater. Dark spots at beginning of new fairway for Hole 1, near parking lot, is the proposed new golf clubhouse.

FRIDAY, DECEMBER 7, 1956

Council Okehs New Layout Of Land Park

By Tom Goff

The city council, rocked by three days of bitter controversy, stiffened its ranks last night and voted unanimously to stand on decisions made in August concerning the future use of William Land Park. These decisions include: 1. A reduction in the acreage of park land devoted to golf by authorizing the use for other purposes of the area occupied by the first, eighth and ninth golf holes.

2. The establishment of the Fairy Tale Town project for children in the park, probably on the site occupied by the golf clubhouse.

3. Expansion of the William Land Park Zoo to provide for more modern and spacious cages and walkways.

Second Time Around

These basic decisions, the council agreed for a second time, will be included in a master plan for the park to be drafted by landscape architect Douglas Kelt. Preliminary drawings are to be made as soon as possible — possibly within two months—and presented to the council.

Zoological Society outlines its position in park controversy; action on TB control ordinance is called for, and other council news on page C1.

As soon as the drawings are ready, the council asserted, they will be made available for public scrutiny. Suggested changes will be considered and comments from the public will be invited.

The council made it clear, however, that it definitely proposes to enlarge the area occupied by the zoo, reduce the area occupied by the golf course, and locate Fairy Tale Town in the park.

One Golf Concession

One concession was made to golfers who stormed the council chambers Tuesday afternoon to protest the reduction of the golf acreage.

The council agreed to expedite as much as possible the remodeling of facilities in the trimmed down area to keep nine holes in play with as little interruption as possible. A preliminary plan for the course will be presented in two weeks.

Earlier plans had called for the use of the links as a six hole course until construction is finished on a new 18 hole course at Haggin Oaks.

The golfers were assured the new course would be no less than 34 par compared with the present 36 par course. The council also agreed that if necessary for good remodeling the area occupied by the eighth hole could be used if it is not needed for some other specific purpose.

BY - LAWS
of
FAIRYTALE TOWN, INC.

ARTICLE I
NAME

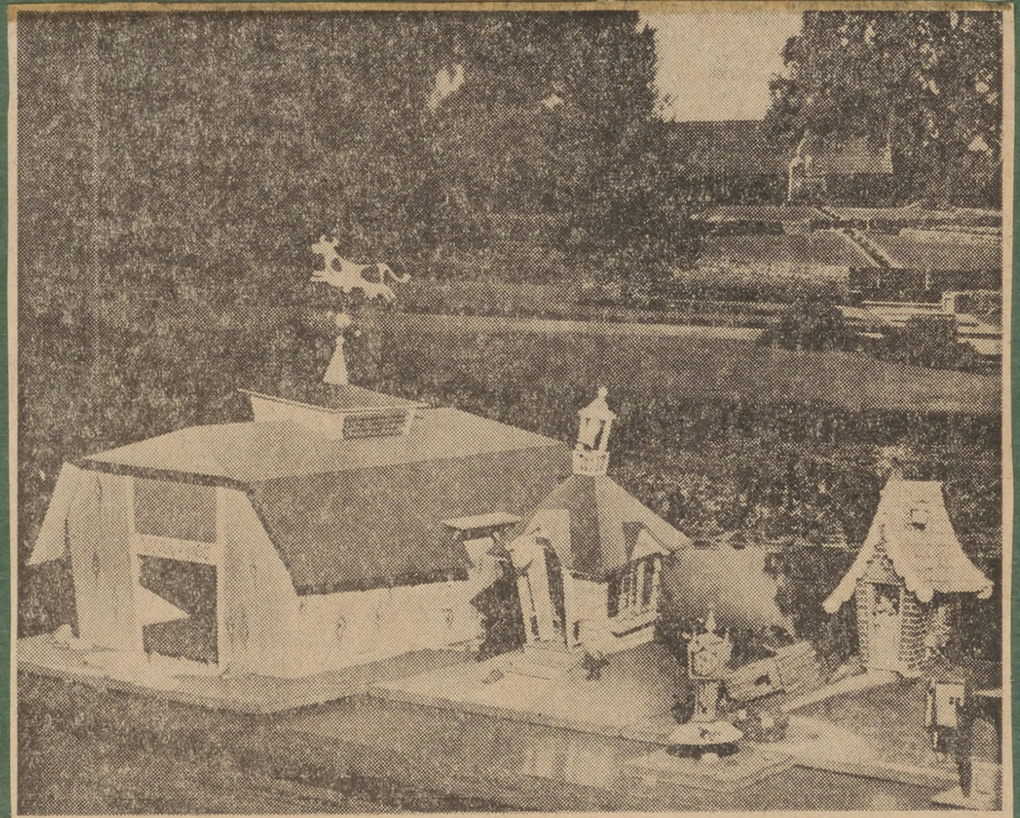
The name of this corporation, which is a non-profit corporation organized and existing under the laws of the State of California, shall be and is FAIRYTALE TOWN, INC.

ARTICLE II
PURPOSES

The purposes of the corporation as stated in the Articles of Incorporation are to collect, hold and disburse money for the construction of a children's playland area to be located upon the property of the City of Sacramento and to act as an advisory body to said City of Sacramento in the operation, maintenance and development of said area; all of the foregoing for the purpose of providing education and recreation for the children of the community and not for profit.

ARTICLE III
SPONSORS

Section 1. General: The sponsors of this corporation shall consist of such persons, organizations, firms, clubs, corporations or associations who are in sympathy with the purposes of the corporation and who shall have contributed or subscribed money or services to the program of the corporation.



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Sac. Union Jan.'57

April 1957

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Sept. 30, 1955 - Council to give full consideration. Appointed Mr. Renfree to represent City on Executive Committee.

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April 8, 1956 - Mr. Everett arrived from Florida. Met with Committee and City offícals.

The Board of Directors shall give appropriate recognition of sponsorship by a permanent acknowledgment thereof inscribed in a section of the area. The Board may, at its option, give such further and additional recognition of sponsorship as it deems advisable.

Section 2. Annual Meeting: The sponsors of the corporation shall be entitled to attend the annual meeting of the corporation for the purpose of reviewing and discussing the work of the corporation and for considering such reports or other matters as the Board of Directors may bring before said meeting.

Section 3. Restrictions of Sponsors: The sponsors of the corporation shall not be entitled to vote with respect to any corporate matter and shall have no voice in the conduct of the affairs of the corporation in any manner whatsoever.

ARTICLE IV

MEMBERS

Section 1. Membership: The membership of this corporation shall consist of such persons as from time to time shall constitute the Board of Directors of the corporation. The election of a person as a director shall automatically constitute an admission to membership in the corporation. A person ceasing to be a director shall likewise and automatically cease to be a member of the corporation.

Section 2. Meetings: Every meeting of the persons who are from time to time both the members of the corporation and

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April 12, 1956 - Articles of Incorporation signed. East Portal Park recommended by Mr. Everett. Caused great furor by residents!

May 24, 1956 - City Council designated 2½ acres in William Land Park as future site of project.

May, 1956 - First sketches arrived from artist. Agreement....
1. All 16 models to be complete and delivered by January 1, 1957.

2. No payment until sets sold.

Oct. 1-11-25, 1956 - Three models arrived.
1. Hickory Dickory Dock.
2. The Three Little Pigs.
3. Mary Had a Little Lamb.

Oct. 24, 1956 - Board of Directors appointed:
1. Marjorie J. Reid - Chairman
2. Reg J. Renfree - - Vice President
3. Allen Thomas - - - Treasurer
4. Dr. Lester Brownell - - - Secretary
5. Jeanada H. Nolan - - - - -Recording Secretary
6. Elizabeth B. Grebitus
7. Helen Mering
8. Wendy Teichert
9. Philip Mering
10. Ray Silva
11. Richard Mier
12. Al Caples

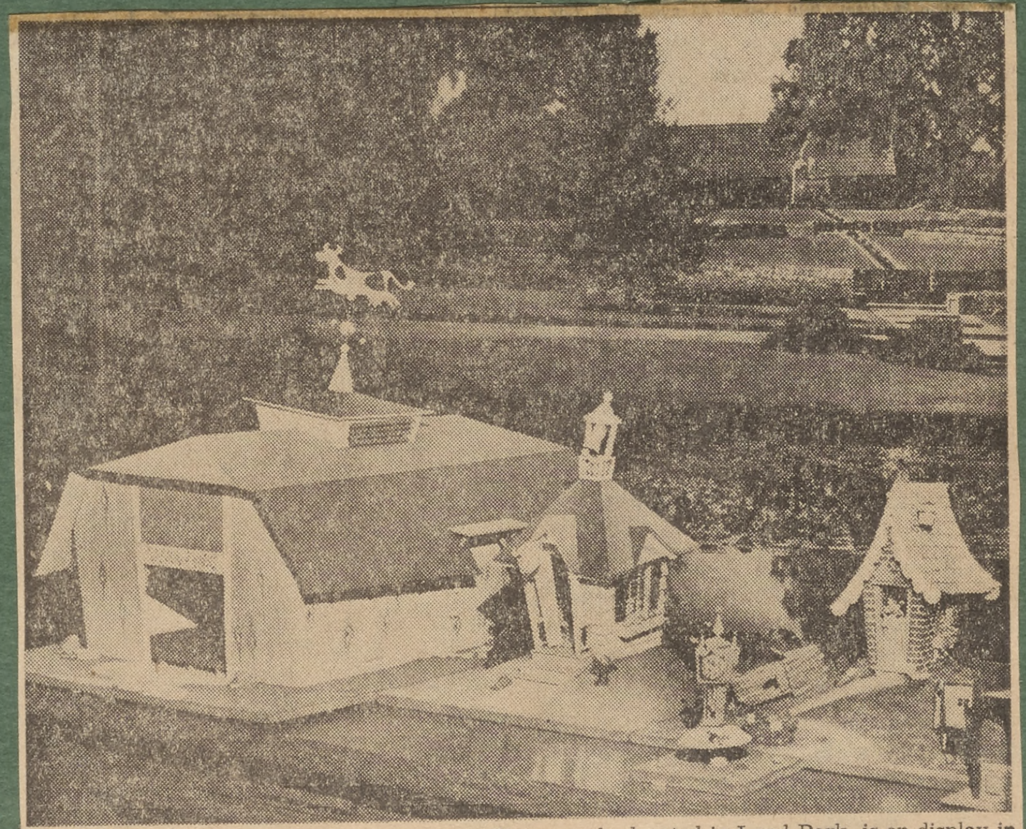
Three more to be appointed at a later date.

Oct. 25 - Dec. 25, 1956 - Letters, Wires, Telephone Calls sent to artist, "Where are remaining models?" Finally letter arrives. "No payment, not able to continue work."

Knowing this was not the agreement, the Board still was liable for work completed, so authorized payment for sets completed and two more that were in process - pending further action on his contract for future work.

Nov. - Dec., 1956 - Land Park controversy. Site a serious question again.

Dec. 4, 1956 - Council stands firm on original agreement to locate site in William Land Park.



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the directors of the corporation shall constitute a meeting of the corporation and of the Board of Directors, and any action taken at any such meeting shall constitute the action of the members of the corporation or of the Board of Directors, or of both, insofar as action by either or both of such bodies is authorized or required by law. Action taken at any such meeting in the capacity of members of the corporation or in the capacity of directors may be reported in one set of minutes, which need not distinguish between the different capacities in which action is taken. Any notice or waiver of notice of a meeting of members or of directors shall constitute notice or waiver of notice, as the case may be, of a meeting in both capacities.

Section 3. Privileges and restrictions of Membership: The members of this corporation shall enjoy the following rights and privileges and be subject to the following restrictions:

(a) The members of the corporation shall be entitled to the sole right to vote for the election of the directors of the corporation, the amendment of the By-Laws of the corporation and with respect to all other matters as to which the vote of the membership is required by law.

(b) Membership in the corporation shall be non-transferable.

(c) Members shall not be liable for dues or assessments.

(d) Membership in this corporation shall not entitle any member to any interest, beneficial or otherwise, in any of the property or other assets of the corporation, nor in any of

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Jan. 21, 1957 - Farmer Brown Model arrives 3 weeks late - Still no castle.

Jan. 25, 1957 - Ad Club joins Board for promotion and publicity.
13. Mr. Ralph D. Herbert
14. Mr. Albert Hellenthal
The P. T. A. Council represented by
15. Mrs. Hazel Blankenburg (President)

Board is complete.

Decided to terminate verbal contract work with artist after delivery of King Arthur's Castle. Local artist to resume work.

Reasons for terminating:

1. Only three models of sixteen were delivered by January 1st deadline.
2. Cost estimates on artist fees far exceeded original agreement, with additional air freight expenses.
3. Demand of payment of fees or stop all work. (was to be deferred until subscriptions had been raised for individual sets)
4. Mr. Everett caused an estimated year's delay in the opening of this project.

Feb. 18, 1957 - By-laws accepted - Contest held for new artist. All to submit Hansel and Gretal model.

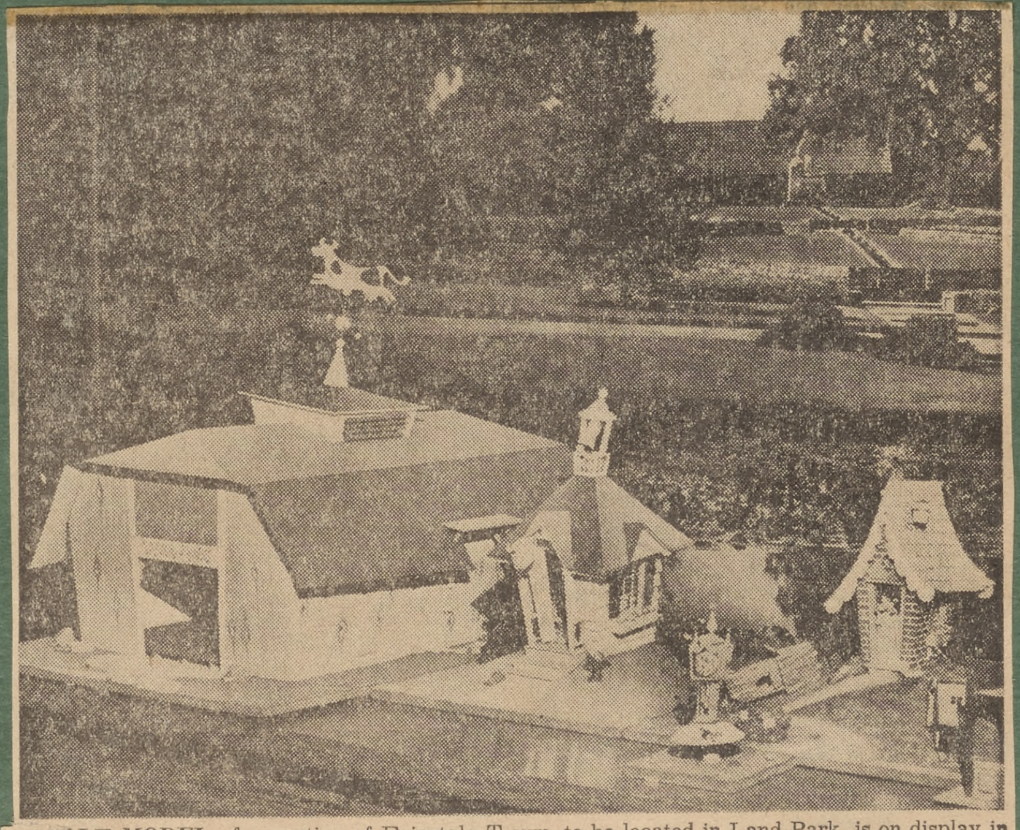
March 6, 1957 - Mrs. Georgianne Else was selected to do the ten remaining sketches & six of the models; Dick Mier will do four models. All to be completed by August 1st.

Promotion should start in early Fall.

FINANCIAL:

1. Gift of $3,000 was given in order not to have to seek underwriters. Remember Mr. Everett was not to be paid until models sold. Therefore, $3,000 would have been enough for promption expenses.

In order to bring to a conclusion a very unpleasant arrangement with Mr. Everett, he had to be paid in full. Therefore, a substantial drain on the treasury - all but approximately $350.



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the profits or earnings of the corporation.

ARTICLE V

BOARD OF DIRECTORS

Section 1. Powers: The corporate powers of this corporation shall be exercised and its property controlled and all its affairs conducted by its Board of Directors.

Section 2. Number of Directors: The authorized number of directors of the corporation shall be fifteen (15).

Section 3. Qualifications of Directors: All directors shall be of full age and shall be citizens of the United States of America and residents of the State of California.

Section 4. Classification of Directors and Term of Office: Immediately following the adoption of these By-Laws the directors shall be divided into three classes of five directors each and the term of office of the directors of one of such classes shall expire at each of the three subsequent annual meetings of the corporation. Thereafter at each annual meeting directors shall be elected for a three (3) year term to fill the vacancies left by the directors whose terms of office expire at said annual meeting. Each director, whether elected at the annual meeting or to fill a vacancy, shall hold office until the annual meeting at which his term expires and until his successor shall have been elected or until his death, resignation or removal.

Section 5. Nominating Committee: The president of the corporation shall, not less than ten (10) days prior to the

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Needs to come -
1. $3,000 for artist fees.
2. Promotion costs - brochures, etc.
3. Unforeseen expenses.

2. Alternatives for Fairyland Board to raise funds -
   (a) Underwriters - Business concerns or individuals to sign notes for certain sum and then borrow money from bank - or - donate funds necessary until project complete. Then, money to be returned to donors.

Not advisable -

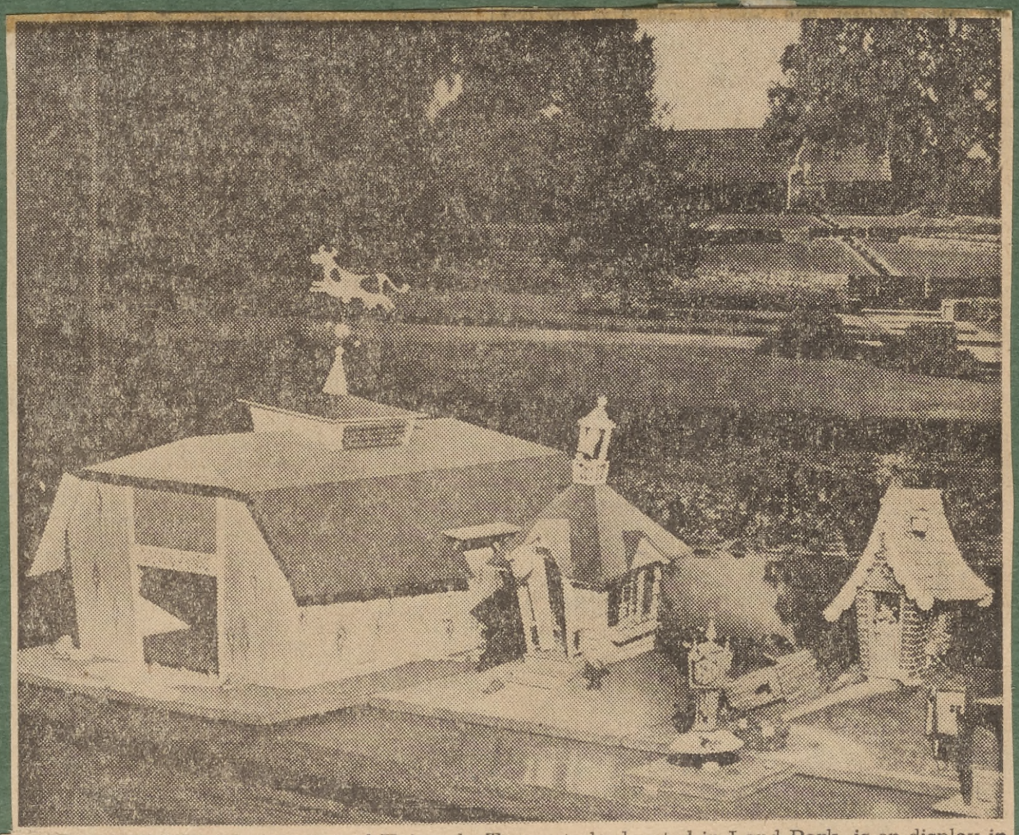
1. Loss of prestige - Junior League started project should show its financial faith in project first.
2. Logical - We will be looked upon to give full support.
3. Would not be wise to seek support twice from the underwriters; first to ask for help, to sign note - give it back and then go back again and ask them to contribute model.
4. Not League policy and frowned upon by A. J. L. A. to be associated with borrowing money.

April Meeting - Request will be made for the Junior League to give a loan of $7,000 to insure the completion of Fairyland as soon as possible, to pay art fees and promotional costs. This will give the firm financial support so urgently needed.

When models are complete all will be displayed so that the League at Large will then vote on which one is desired. The $7,000 will be applied to a set, then if the accepted model be less than the $7,000 loan the difference would be returned to the League. If the set the League members select is more than the $7,000 the difference would have to be appropriated at that time.

There will be a legal contract stating the above stipulations.

When all models are complete and all the expenses accounted for: i.e., art fees, promotion, etc., they will be pro-rated to the cost of building each set; therefore, leaving the original loan of $7,000 in tact.



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annual meeting, appoint a Nominating Committee consisting of not less than three (3) persons who may, but need not be, members of the Board of Directors but shall not include any member of the Board of Directors whose term of office expires at such annual meeting. This Committee shall, at the annual meeting, report its recommendations for directors to be elected at such meeting. Such recommendations for directors shall be merely advisory and shall in no manner limit further nominations for directors at such meeting. Retiring directors shall be eligible for renomination and re-election.

Section 6. Vote at Election of Directors: At each annual meeting the directors to be elected shall be chosen by a plurality of the votes of the directors whose terms of office do not expire at said annual meeting.

Section 7. Annual Meeting: The annual meeting for the purpose of electing directors and for the transaction of such other business as may come before the meeting shall be held on the ~~first~~ second Wednesday of October in each year, or if a legal holiday, on the next succeeding day not a legal holiday, at such time and place within the City of Sacramento as the Board shall determine. Notice of the annual meeting shall be given by publishing a notice thereof at least once in a daily newspaper published in said City of Sacramento, said publication to be at least five (5) days before such meeting. Such other and further notice may be given as may be determined by the Board of Directors.

April 1957

F A I R Y L A N D

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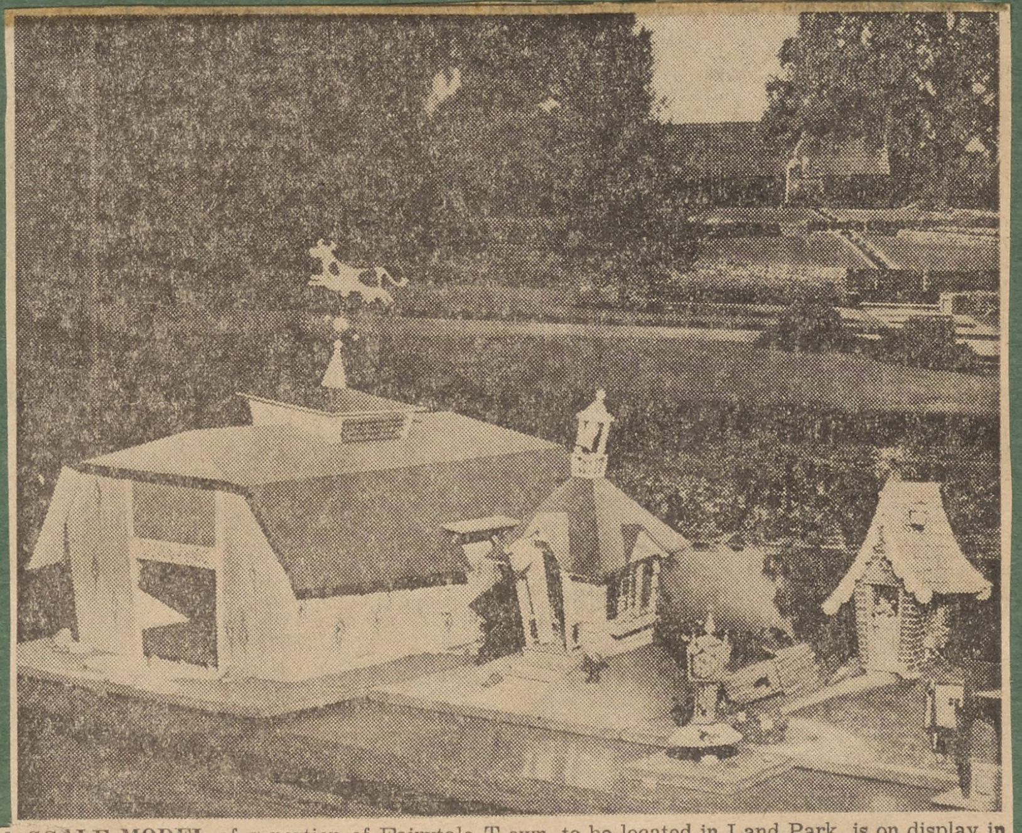

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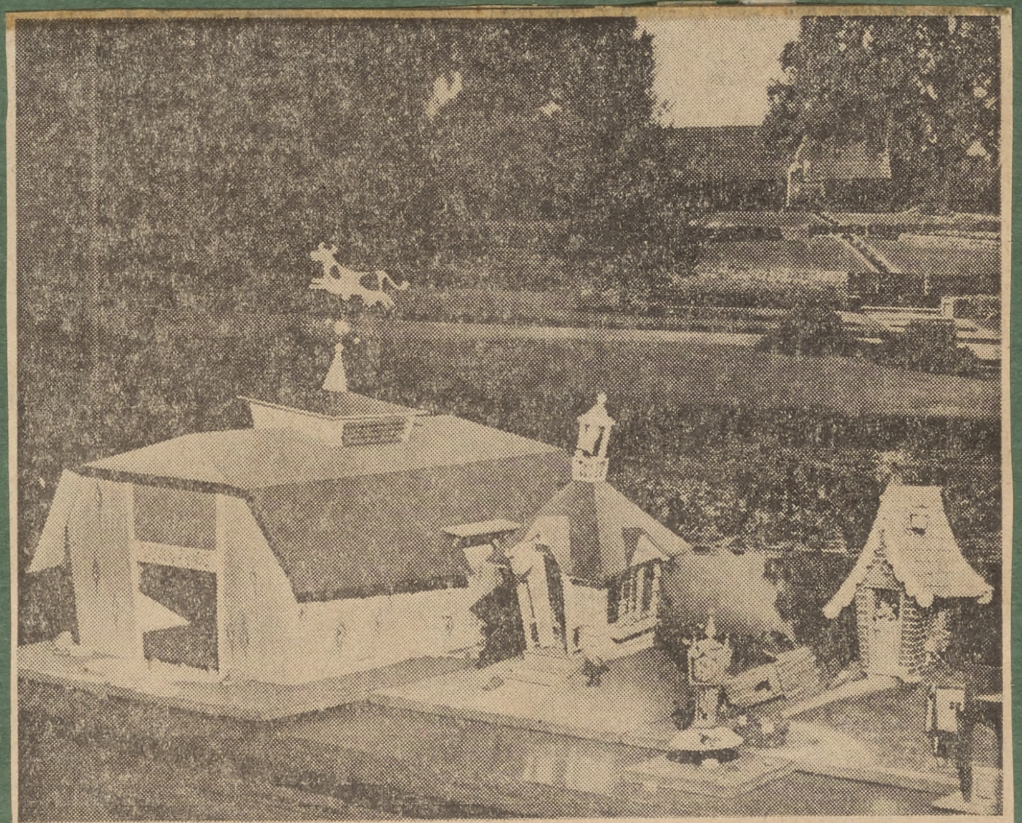
Section 8. Regular Meetings: Regular meetings of the Board of Directors shall be held on the second Wednesday of each month at the hour of 8:00 o'clock P. M. on said day at the principal office of the corporation. No notice of regular meetings of the Board need be given, provided, however, if the time and place of the regular meeting is changed, notice of said action shall be mailed promptly to each director who shall not have been present at the meeting at which such action was taken.

Section 9. Special Meetings: Special meetings of the Board of Directors for any purpose or purposes shall be held whenever called by direction of the President or three or more members of the Board of Directors. Written notice of the time and place of special meetings shall be delivered personally to the directors or sent to each director by mail or telegram, charges prepaid, addressed to him at his address as shown upon the records of the corporation. Such notice shall be delivered personally or deposited in the United States mail or the telegraph company's office in the City of Sacramento at least forty-eight (48) hours prior to the time of holding such meeting. Whenever any director has been absent from any special meeting of the Board of Directors an entry in the minutes to the effect that notice has been duly given to him shall be conclusive evidence that due notice of such special meeting was given to such director as required by law and the By-Laws of this corporation.



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Section 10. Waiver of Notice: The transactions of any meeting of the Board of Directors however called and noticed or wherever held shall be as valid as if had at a meeting regularly called and noticed, if a quorum be present and if either before or after the meeting such of the directors not present sign a written waiver of notice and consent to the holding of such meeting, which waiver and consent is filed with the corporate records and made a part of the minutes of the meeting.

Section 11. Quorum: Eight (8) directors shall be necessary to constitute a quorum for the transaction of business. Every decision or act made or done by a majority of the directors present at a meeting duly held at which a quorum is present shall be regarded as the decision and act of the Board of Directors unless a greater number is elsewhere required by these By-Laws or by the laws of the State of California.

Section 12. Vacancies: Vacancies in the Board of Directors shall be filled by a majority of the remaining directors and each director so elected shall hold office for the unexpired term of his predecessor.

Section 13. Resignation and Removal: Any director may resign at any time by delivering a written resignation to the President or the Secretary. Acceptance of such resignation, unless required by the terms thereof, shall not be necessary to make the same effective. Any director may be removed from office with or without cause by a vote of two-thirds (2/3rds) of the Board of Directors.

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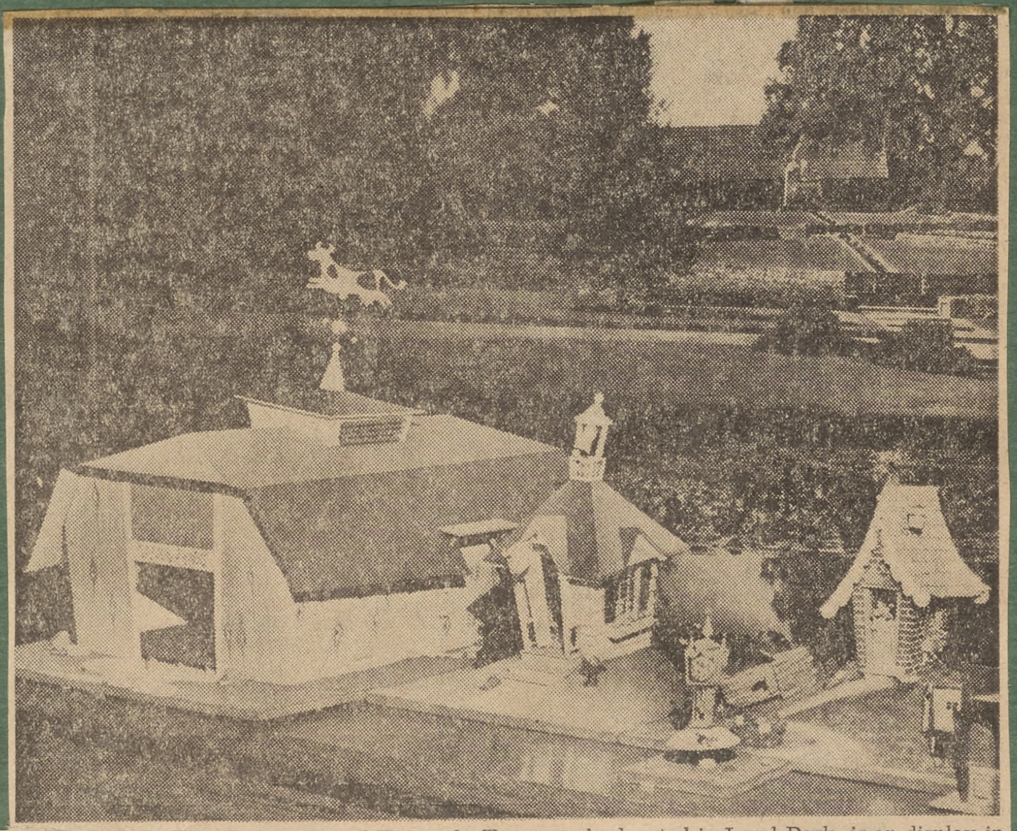

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ARTICLE VI

OFFICERS AND AGENTS

Section 1. Officers: The officers of the Corporation shall be a President, a Vice-President, a Secretary and a Treasurer. The corporation may also have, at the discretion of the Board of Directors, one or more assistant secretaries, one or more assistant treasurers and such other officers, including honorary officers as the Board of Directors may from time to time determine. Officers other than the President, the Vice-President, Secretary and Treasurer need not be Directors. One person may hold two or more offices except those of President and Secretary.

Section 2. Election: The officers of the Corporation, except such officers as may be appointed in accordance with the provisions of Section 3 or Section 5 of this article, shall be chosen annually by the Board of Directors and each shall hold his office until his successor shall be elected and qualify, unless prior thereto the term of such officer shall have been ended by death, resignation, removal or other disqualification.

Section 3. Subordinate Officers: The Board of Directors may appoint from time to time such other officers as the business of the Corporation may require, each of whom shall hold office for such period, have such authority and perform such duties as are provided in the By-Laws of the Corporation or as the Board of Directors may from time to time determine.

Section 4. Removal and Resignation: Any officer, including any subordinate officer, may be removed either with or

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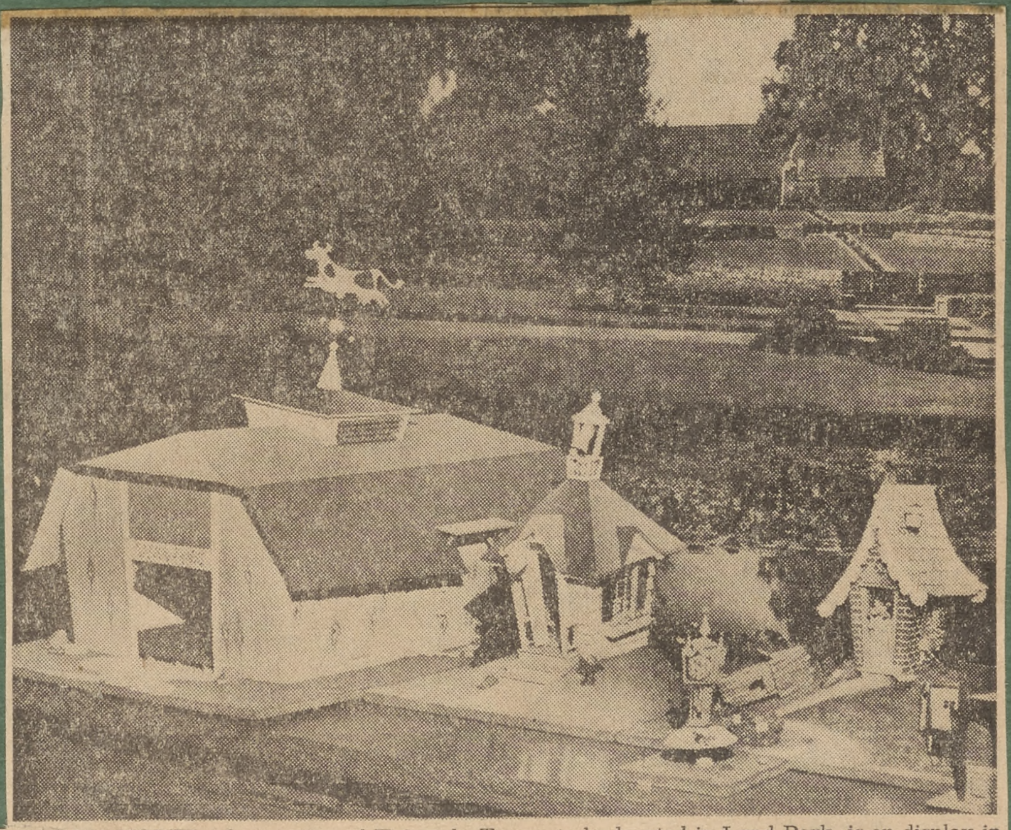

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without cause by a majority of the Directors at the time in office, at any regular meeting of the Board or at a special meeting thereof called for that purpose; provided, however, that when the Board of Directors has conferred upon an officer of the Corporation the power to remove a subordinate officer or officers such subordinate officer or officers may be removed by the officer of the Corporation upon whom such power has been conferred, without any further action by the Board of Directors.

Any officer or subordinate officer may resign at any time upon giving such written notice to the Board of Directors, President or Secretary of the Corporation as the Board of Directors may determine.

Section 5. Vacancies: A vacancy in any office because of death, resignation, removal, disqualification or other cause, shall be filled in the manner prescribed in the By-Laws for regular appointment to such office.

Section 6. President: The President shall be chief executive officer of the Corporation and shall, subject to the control of the Board of Directors, have general supervision, direction and control of the business of the Board of Directors. He shall be ex-officio, a member of all the standing committees and shall have the general powers and duties of management usually vested in the office of President of a corporation, and shall have such other powers and duties as may be prescribed by the Board of Directors or the By-Laws .

Section 7. Vice-President: In the absence or disability of the President, the Vice-President shall perform all the duties

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April 1957

FAIRYLAND

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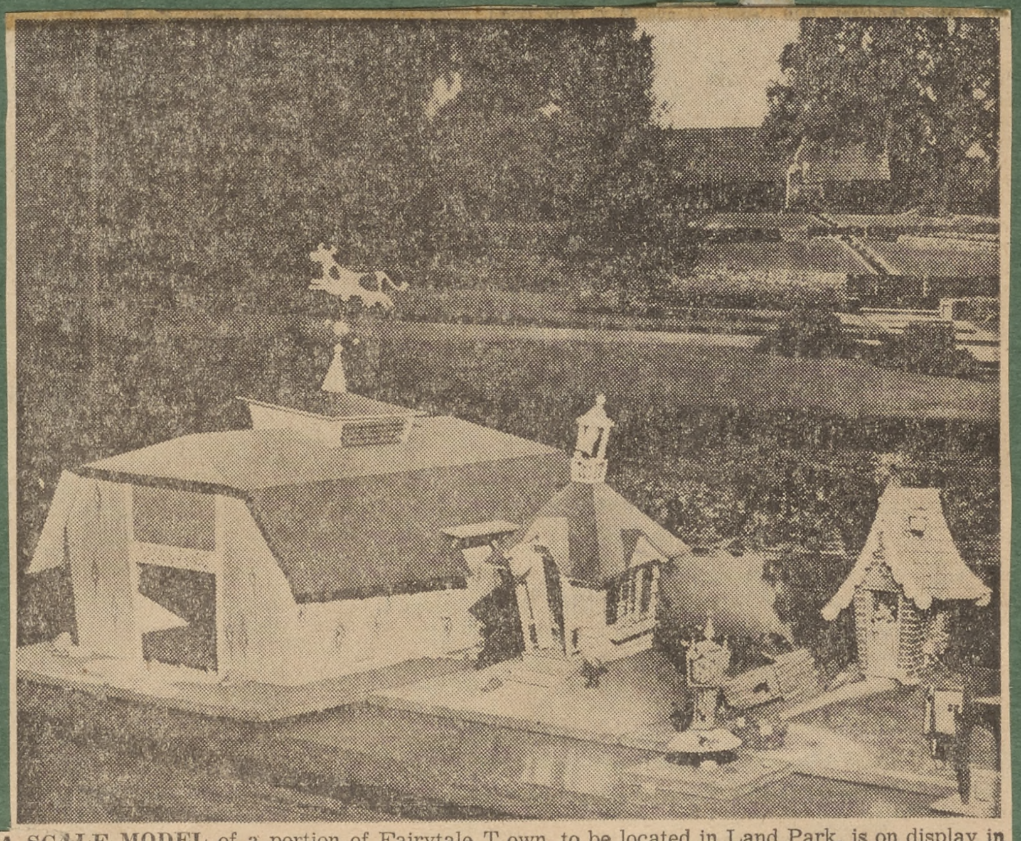

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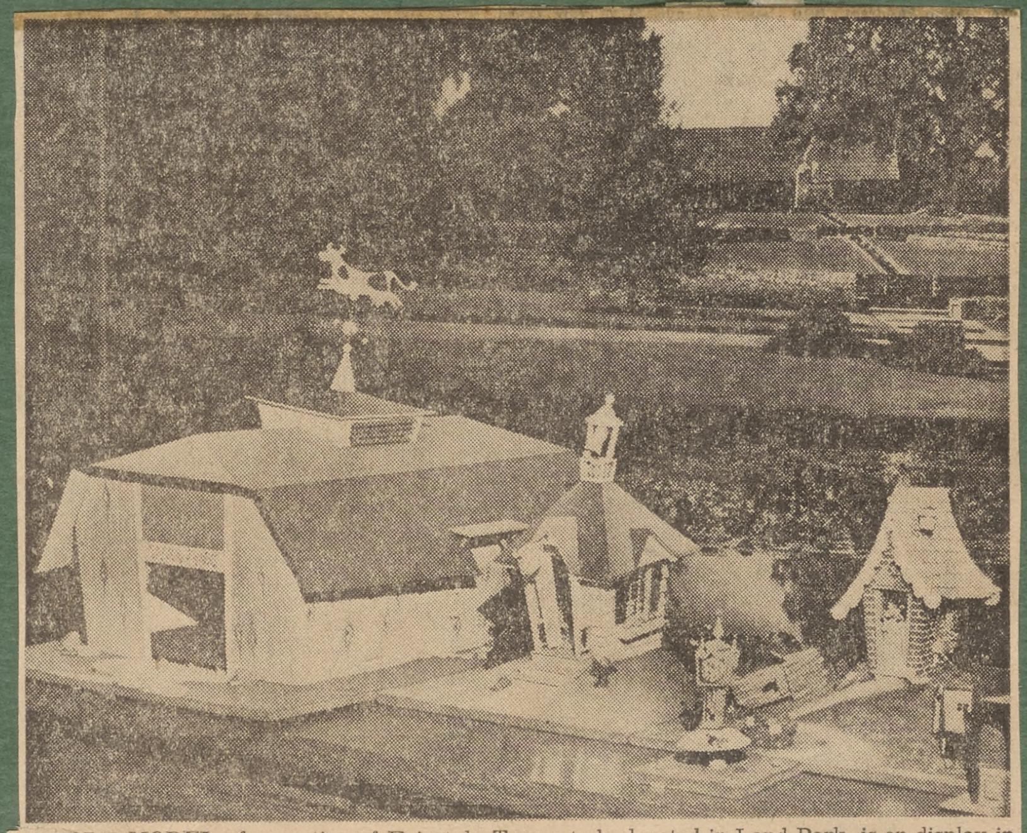
Sac. Union Jan.'57

of the President, and when so acting shall have all the powers of, and be subject to all the restrictions upon the President. The Vice-President shall have such other powers and perform such other duties as from time to time may be prescribed for them respectively by the Board of Directors or the By-Laws.

Section 8. Secretary: The Secretary shall keep, or cause to be kept, a book of minutes at the principal office or such other place as the Board of Directors may order, of all meetings of Directors and committees, with the time and place of holding, whether regular or special and if special, how authorized, the notice thereof given, the names of those present at director's meetings and the proceedings thereof.

Section 9. Treasurer: The Treasurer shal either in person or through an assistant, or assistants, receive, receipt for, and keep all monies, stocks, bonds, notes and other credit belonging to or coming to the Corporation and shall keep regular, full and true accounts of all receipts and disbursements, and shall make detailed reports thereof to the Board of Directors and the President whenever called for. He shall perform such other duties in connection with the administration of the financial affairs of the Corporation as the Board of Directors or the President shall assign to him. All monies of the Corporation shall be kept in such bank or banks or other depository or depositories, as the Board of Directors from time to time may direct or approve of. The Treasurer shall give such bond, with such security, as the Board of Directors from time to time may require.



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ARTICLE VII

MISCELLANEOUS

Section 1. Checks, Drafts, etc.: All checks, drafts or other orders for payment of money, notes or other evidences of indebtedness, issued in the name of or payable to the Corporation shall be signed or endorsed by the Treasurer and the President, if available, otherwise by the Treasurer and the Vice-President; or by such person or persons and in such manner as from time to time shall be determined by resolution of the Board of Directors.

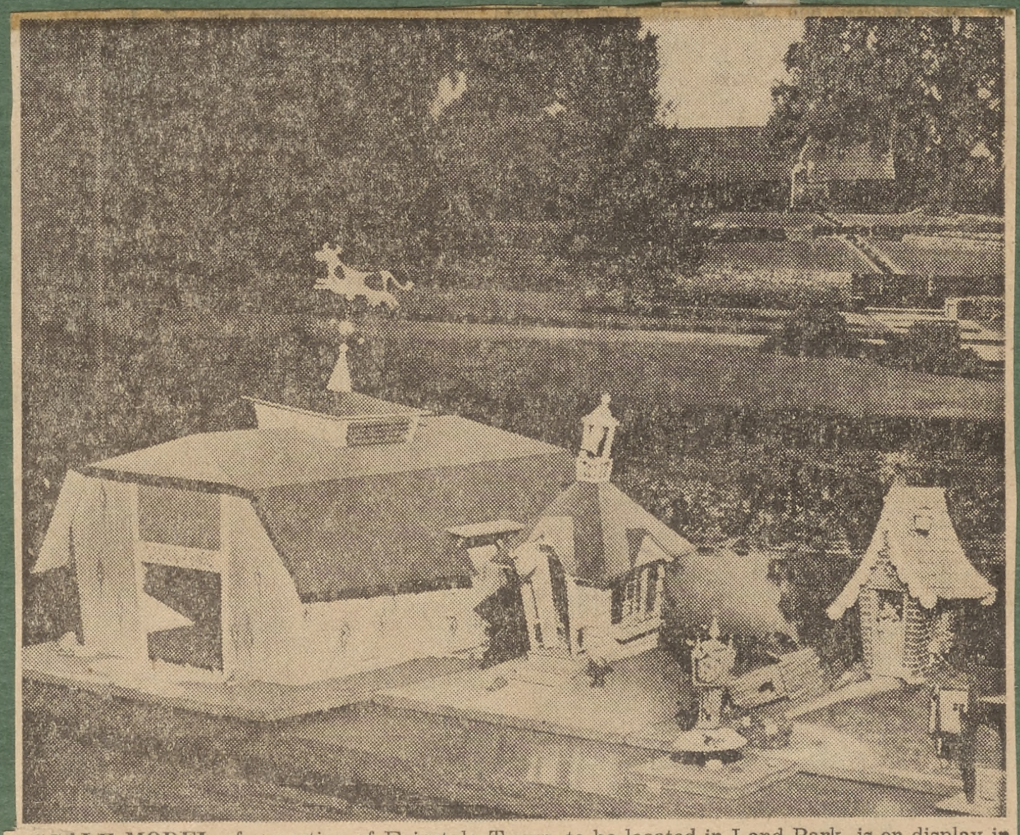
Section 2. Contracts: The Board of Directors, except as in the By-Laws otherwise provided, may authorize any office or officers, agent or agents to enter into any contract or execute any instrument in the name of and on behalf of the Corporation, and such authority may be general or confined to specific instances and unless so authorized by the Board of Directors no officer, agent or employee shall have any power or authority to bind the Corporation by any contract or engagement or to pledge its credit to render it liable for any purpose or to any amount.

Section 3. Rules and Regulations: The Board of Directors may from time to time adopt such rules and regulations as it may deem advisable, not inconsistent with these By-Laws or the Articles of Incorporation.

ARTICLE VIII

AMENDMENT

New By-Laws may be adopted or these By-Laws may be amended,



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or repealed after thirty (30) days written notice at the next regularly scheduled meeting by a two-thirds (2/3) majority vote of the Board of Directors.

ARTICLE IX
COMMITTEES

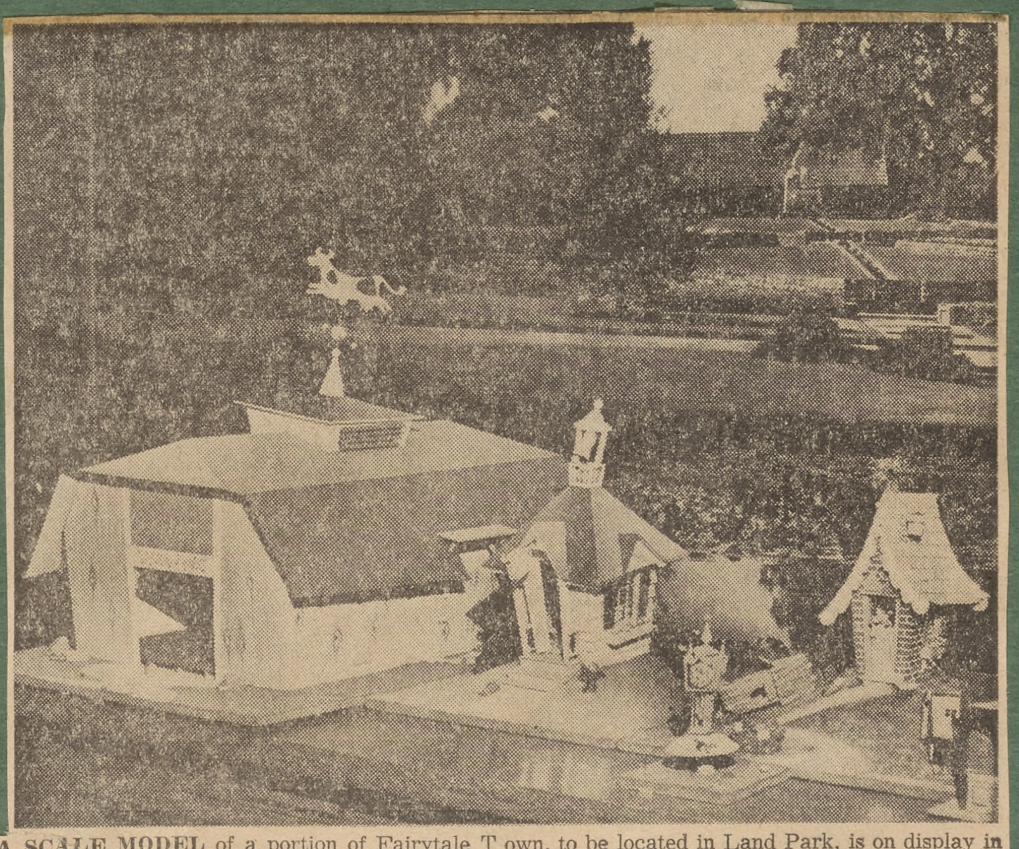
Committees shall be formed as deemed necessary by the Board of Directors and shall be appointed by the President from time to time as the business of the Corporation may require and such committees shall remain active for such period, have such authority and perform such duties as the Board of Directors may from time to time determine.

ARTICLE X
RULES OF ORDER

Roberts' rules of order shall be the parliamentary authority in the conduct of business of this Corporation subject to the constitution and By-Laws of the Corporation.

ARTICLE XI
DISSOLUTION

Upon the dissolution or winding up of this corporation any assets remaining after paying or adequately providing for the debts or obligations of the corporation shall be distributed to the City of Sacramento, a Municipal corporation of the State of California, to be used by said city for the care, support, maintenance, development and beautification of any of the City's children's playground areas.



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We, the undersigned, being all of the members and directors of FAIRYTALE TOWN, INC., a California corporation, do hereby assent to the adoption of the foregoing By-Laws as the By-Laws of said corporation, expressing said assent in each of the capacities enjoyed by us as above indicated.

DATED: ________________

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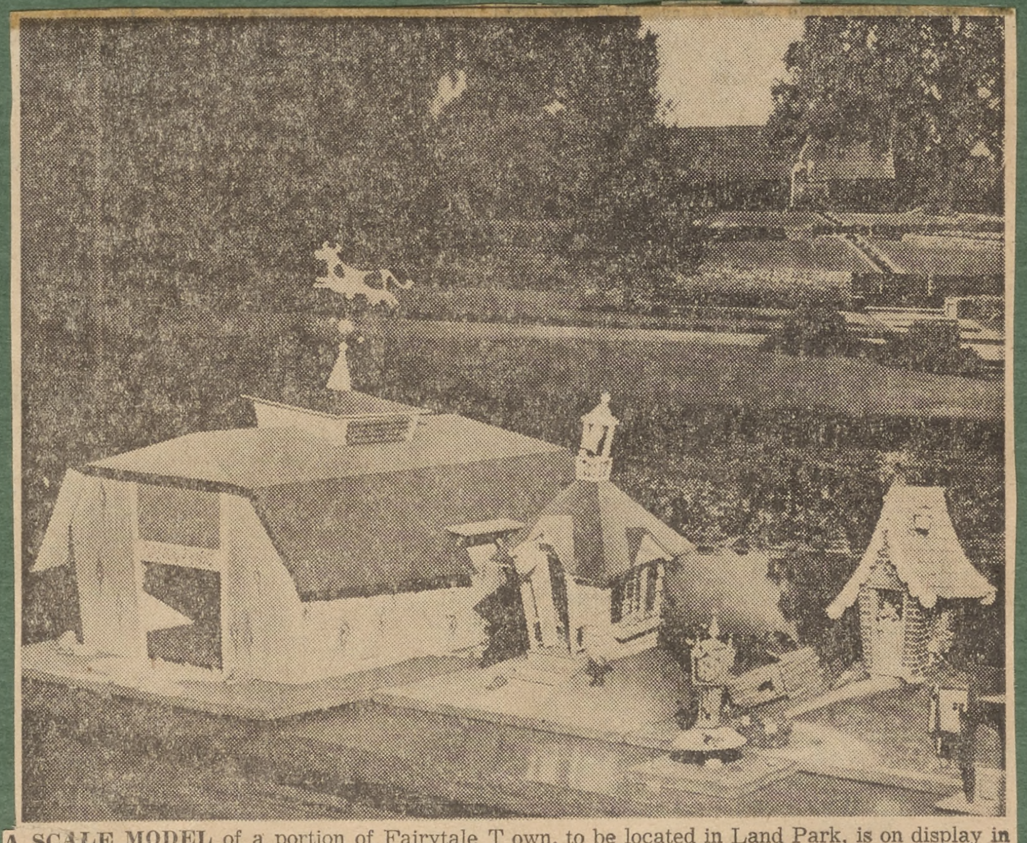

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Sac. Bee May 14, 1957

City Council Sees New Plan For Changes In Land Park

City council members this morning got their first look at the proposed master plan for William Land Park.

The plan, including the zoo expansion, Fairytale Town and golf course realignment program, was submitted to a joint meeting of the council committees on recreation, parks and the zoo. It will be presented to a full meeting of the council Thursday night.

Asks Waiting Period

In presenting the plan, R. G. Renfree, city director of parks and recreation, suggested that no action be taken either by the council committees or the council as a whole until the public has a full opportunity to examine the plan and make suggestions.

Renfree proposed, pending council approval, that his office meet with neighborhood councils and civic improvement groups to discuss the proposal.

Once these organizations have had a chance to look the plan over, he said, he would recommend that the council schedule one or more public hearings to give everyone a chance to be heard.

Okehed In Principal

The basic changes have been approved in principal by the council.

These include the expansion of the zoo northward to double its present size, the construction of Fairytale Town in the area occupied by the golf clubhouse and practice greens and the realignment of the golf course to take less space.

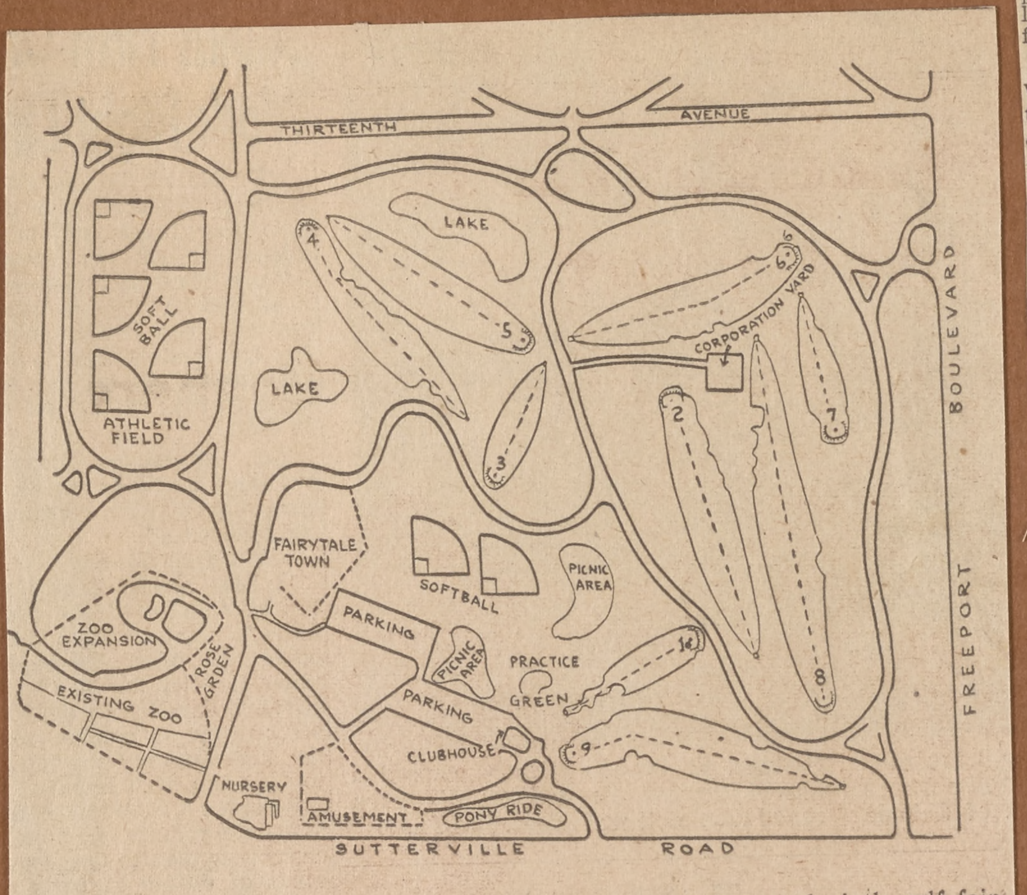
Other features include the establishment of a senior citizens' recreation area in the northwest panhandle extending from Riverside Boulevard to Land Park Drive. This would include shuffleboard courts, horseshoe pits, game tabes, a bowling green and similar set ups.

Roads through the park will be realigned to make way for the zoo expansion and to facilitate the flow of traffic through the park.

One basic change in this connection is that the present roadway passing just north of the zoo would be closed and made the principal zoo promenade. A cul de sac for vehicle turning would be provided immediately south of the Holy Spirit School.

New softball facilities and picnic areas will be provided in areas now occupied by the first and ninth golf fairways. An additional parking lot will be built northwest of the present lot to provide space both for the new golf clubhouse and the Fairytale Town.

The archery range along Freeport Boulevard will be taken from the park entirely. A new location will be found.



This is the new master plan for William Land Park presented to the city council this morning. It shows the proposed zoo expansion, lower left; the location of Fairytale Town, center left; the realignment of the golf course, and new picnic, parking and softball areas in the space at the lower center, occupied by the first and ninth golf fairways. Missing from the sketch is the northwestern panhandle stretching from Riverside Boulevard to Land Park Drive. This area would be developed into a senior citizens' recreation area with horseshoe pits and shuffleboard courts.

Sac. Union May 17, 1957

Series of Meetings Ordered On Land Park Master Plan

City Council last night got its first look at a master plan for Land Park and ordered a series of informative meetings with interested Sacramento organizations, followed by public hearings. There was no dissension to the plan, prepared by Douglas Kent, local landscape architect, and few questions from councilmen.

Major features of the plan would be realignment of a portion of the golf course, expansion of the zoo, and location of Fairytale Town.

Renfree noted that a committee in charge of planning Fairytale Town held the key to start the project.

"We expect them to ask us for money about October," he said. "We could then start almost immediately. There is no reason to move the (golf) clubhouse until Fairytale Town is started."

RENFREE HAD reference to the part of the plan in which the location of Fairytale Town would be in the area now occupied by the golf course and practice greens.

A new clubhouse is planned near both the No. 1 green and a new parking lot.

Realignment of the golf course calls for elimination of the space now occupied by the first and ninth fairways. The area would be utilized for softball fields and a picnic grounds.

Other highlights of the proposed plan include expansion of the zoo northward to about double its present size. It would include a monkey island, and moat enclosures for dangerous animals, plus other features.

A SENIOR citizen area would also be established in the northwest panhandle of the park, between Riverside Boulevard and Land Park Drive, utilizing such facilities as shuffleboard courts, bowling greens, horse shoe pits, and game tables.

Sac. Bee July 15, 1957

Parks Chief Will Ask City To Okeh Fairytale Town

Reg Renfree, city director of recreation and parks, today announced he will recommend to the city council Thursday night an agreement be made between the city and the Fairytale Town Corporation which would pave the way for the development of Fairytale Town in William Land Park.

Members of the council already have indicated approval of the project to be located near the clubhouse of the park golf course.

The Fairytale corporation is a non profit organization formed to conduct a fund raising campaign for the construction of a children's recreational area. The date for the fund raising drive is expected to be announced soon.

Under the proposed agreement the city council would accept the money raised through public subscription and develop Fairytale Town. The city nance and operation of the also would assume the mainte- project.

An admission charge is planned and the revenue would be placed in a separate fund to handle maintenance costs and to be used for expansion.

Sac. Union - July 16

'Fairy Town' Plan Backed

A proposed agreement between the city and Fairytale Town Corporation for development of the children's recreation area in Land Park will be recommended to City Council Thursday night by Reg. Renfree, city recreation and parks director.

Fairytale Town, sponsored by Sacramento Junior League, is to be located near the Golf Clubhouse. The site has been approved by council.

The corporation proposes to raise funds to construct the facility and the city would take over maintenance and operation. An admission charge would be made.

Sac. Union - July 19

City Gives OK On Fairy Town For Land Park

City Council last night signed a formal agreement with Fairytale Town, Inc., for operation of the proposed children's area in Land Park, paving the way for a fund raising drive expected to begin in August.

The "town," expected to cost $75,000, will be financed by private contributions and by merchants and organizations who will be asked to build a complete single unit.

Reg Renfree, director of Parks and Recreation, said the pact was needed for forwarding to the Department of Internal Revenue in Washington to obtain an agreement in which money donated to Fairytale Town may be tax deductible.

CONSTRUCTION, IF all plans go according to schedule, is expected to start in the spring.

A brochure is being prepared to describe the project. Publicity Committee co-chairmen working on it are Al Hellenthal of an advertising concern and Ralph Herbert, a television official.

Units now scheduled for construction, all representing fairytales, include King Arthur's castle, Farmer Brown's barn, a Hansel and Gretel house, pumpkin coach, homes of the three little pigs, a large cement block with holes representing a piece of cheese, an owl's house, Hiawatha's teepee and a pond, a hickery dickery dock clock, a children's theater, tortoise and the hare, walk a crooked mile, a unit representing Mary and her little lamb, a pirate ship, Billy Goat Gruff and a mill house.

PASSAGE OF the resolution authorizing the agreement followed a statement by Councilman Wood that the city should be assured enough money had been raised to complete the project before construction starts.

'The city should not be called upon to finish the project out of city funds," he said.

Renfree assured Wood that the committee for Fairytale Town, Inc., will not authorize construction until money has been obtained for at least 10 of the 16 complete units.

He also noted that the agreement provides that construction be under city supervision.

THE AGREEMENT provides that all money donated to the city shall be deposited in a separate fund. The city agreed to assume responsibility for maintenance, operation, and policing of the area, the care of animals, and to provide adequate personnel.

Admissions to Fairytale Town will be used for salaries of personnel, maitenance expenses, care and feeding of animals, and all other operating expenses, including construction. Any surplus funds will be used for acquisition, development, improvement, and maintenance of children's playground areas in the city.

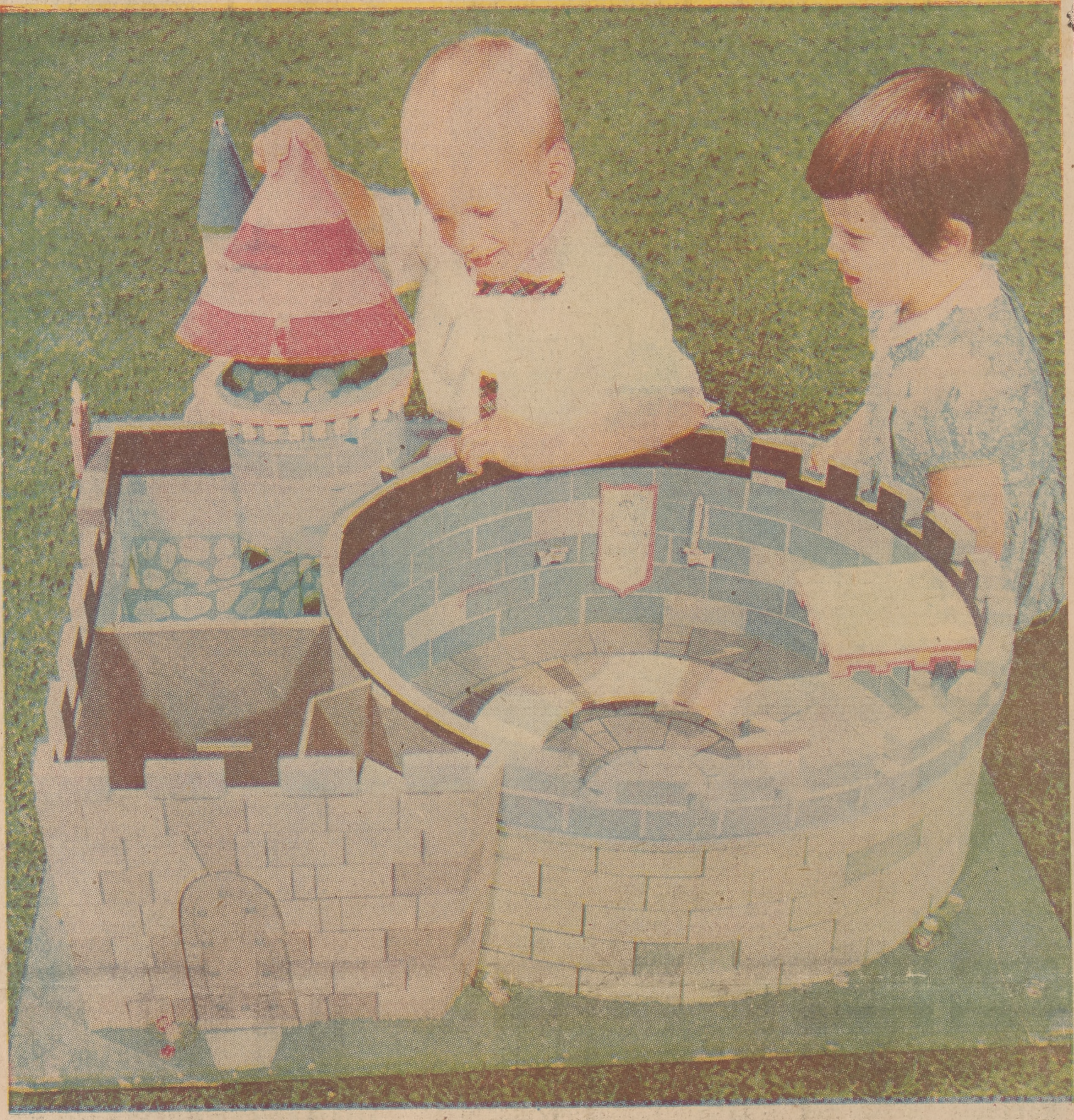
BABY ANIMALS to be used on the site, such as swine for the "three little pigs," will be supplied by Land Park Zoo.

Fairytale Town will be located adjacent to the zoo, in the southwest corner of the park, near two large parking areas, and only a short distance from a picnic area. It will also be within easy walking distance of the children's amusement area and pony rides, under a master plan for Land Park expansion, presented to City Council May 13. The plan has not yet been formally adopted.

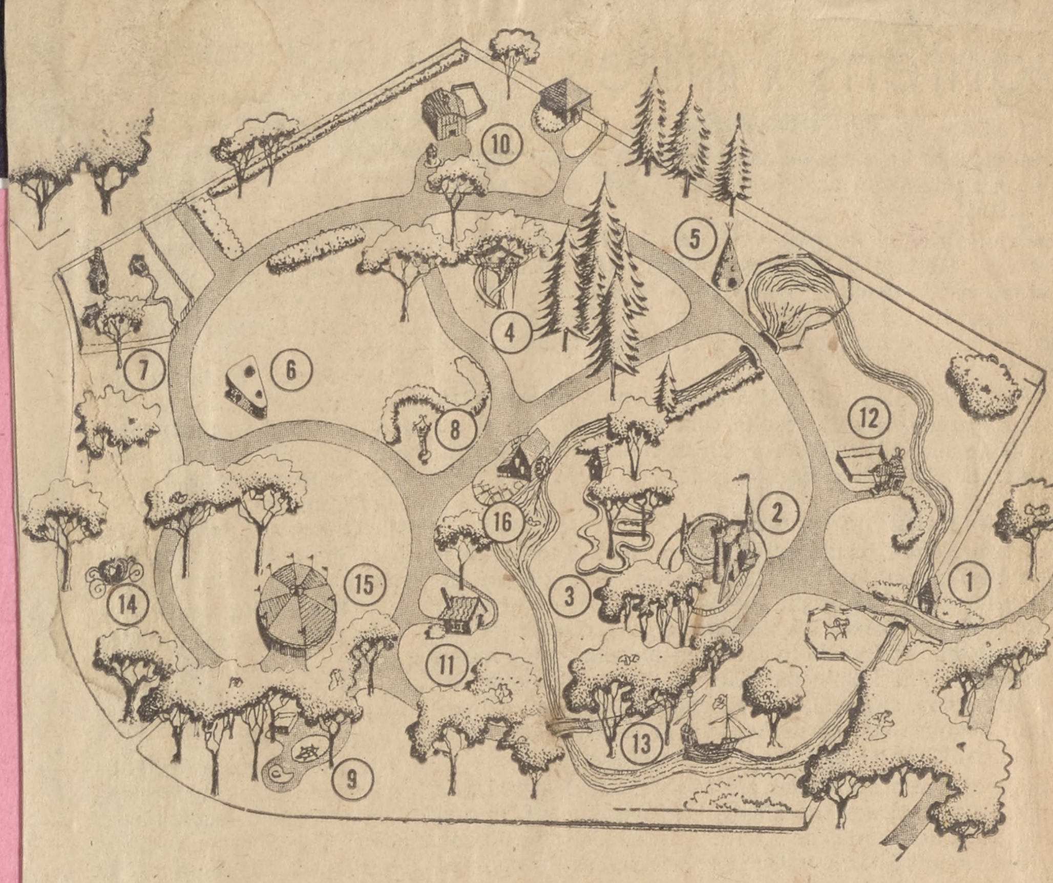
BOARD OF DIRECTORS - FAIRYTALE TOWN
President - Mrs. Marjorie Reid

Name and Organization	Address ---		Telephone
Hazel Blankenburg (Mrs. K. W.) P. T. A. Council Representative	1117 Teneighth Way		GI 8 0903
Dr. Lester G. Brownell Dentist (send notices to office) . .	1423 41st St. 11th and L Streets	hm. off.	GL 5 8086 GI 3 6404
Al Caples Building and Construction Trades Council	2525 Stockton Blvd. (office)	off. hm.	GL 5 2623 GI 2 2593
Georgeanna Else (Mrs. Robert) Artist	5871 Shepard		GL 5 7108
Elizabeth B. Grebitus (Mrs. Edwin Jr.) Junior League Rep.	2100 Boyer Dr., Carmichael		IV 9 5306
Al Hellenthal Ad Club Representative- Clark & Elkus	4740 Hazelwood Ave., Carmichael	 off.	IV 7 4222 GI 2 2956
Ralph Herbert Ad Club Rep. - KBET-TV	7217 Cromwell Way Sacramento 22	hm. off.	GA 8 7530 GI 1 4041
Helen Mering (Mrs. Sumner) Public Relations	1535 39th St.	hm. off.	GL 5 9125 GI 3 8051
Philip Mering Lawyer	5705 Carlson Dr.	hm. off.	GL 1 7831 GI 2 0794
Jeanada Nolan (Mrs. Thomas J.) Representative - Sacramento City Unified School District Secretary	1321 40th St.	hm. off.	GL 6 2629 HI 4 6060 Ext. 244
Marjorie I. Reid (Mrs. Don E.) Junior League Rep. President	4551 Parkridge Rd.		GL 5 7514
R. G. Renfree City Recreation & Park Dept. Vice President	1360 3rd Ave.	hm. off.	GI 3 8192 GI 2 5041 Ext. 275
Ray Silva City Recreation & Park Dept.	4921 Crestwood Drive	hm. off.	GI 8 3457 GI 2 5041
Allan Thomas Crocker Anglo National Bank Treasurer	6455 Oakridge Way Sacramento 22	hm. off.	GL 6 9407 HI 4 7800
Gayiel Von Geldern (Mrs. Frederick) Jr. League Rep.	341 39th Way		GL 7 8074
(Alternate for Renfree) Ed McGivern City Recreation and Park Dept.	2431 33rd Ave.	hm. off	GA 8 2246 GA 8 3562

Fairytale Town



Little Douglas Mering, son of Mr. and Mrs. Philip Mering, and Joan Reid, daughter of Mr. and Mrs. Don E. Reid, get a preview look at King Arthur's Castle which the junior league will sponsor as its contribution. Philip's grandmother, Mrs. Sumner Mering, was the originator of the Fairytale Town idea for Sacramento.



LEGEND

1 Troll Bridge
2 King Arthur's Castle
3 Crooked Mile
4 Owl's House
5 Hiawatha
6 The Cheese
7 The Three Little Pigs
8 Hickory Dickory Dock
9 Tortoise And The Hare
10 Farmer Brown's Barn
11 Hansel And Gretel
12 Mary Had A Little Lamb
13 Pirate Ship
14 The Pumpkin Coach
15 The Children's Theater
16 Mill House

By Jacqueline Gage

A playland, where every child's favorite fairy tale and nursery rhyme can come to life for him, soon will be a reality in the tree shaded section across from the zoo in Sacramento's William Land Park. Vivid combinations of fantasy and fact will entertain the youngsters as they cross over the troll bridge which illustrates the story of the Three Billygoats Gruff and start on their journeys through Fairytale Town.

In 1955, members of the Junior League of Sacramento, Inc., conceived of the idea for the Capital City. Because they felt it should be a community endeavor, they approached the city council, which voted to allocate the park site to the project. Their next step was to interest a group of local citizens into forming a board of directors.

The board incorporated in 1956, forming a non profit organization to promote and build Fairytale Town as a gift to the city. Serving as its officers are Mrs. Don E. Reid, president; R. G. Renfree, vice president; Dr. Lester G. Brownell, secretary; Mrs. Thomas J. Nolan, recording secretary, and Allan Thomas, treasurer.

Board members include Mrs. K. W. Blankenburg, Al Caples, Mrs. Edwin Grebitus, Jr., Albert W. Hellenthal, Ralph Herbert, Mrs. Sumner Mering, Philip Mering, Ray Silva, Mrs. Henry Teichert and Richard Mier.

Sixteen sets, including a children's circus tent theater and a refreshment stand masquerading as a mill house, have been designed by Georgianna Else, Sacramento sculptress and artist. Douglas Kelt has drawn the plans for the general layout and landscaping.

Scale models of each setting have been completed by Mrs. Else and Mier. They were previewed Thursday evening at a reception at the home of Mrs. Reid, the junior league's chairman for the project.

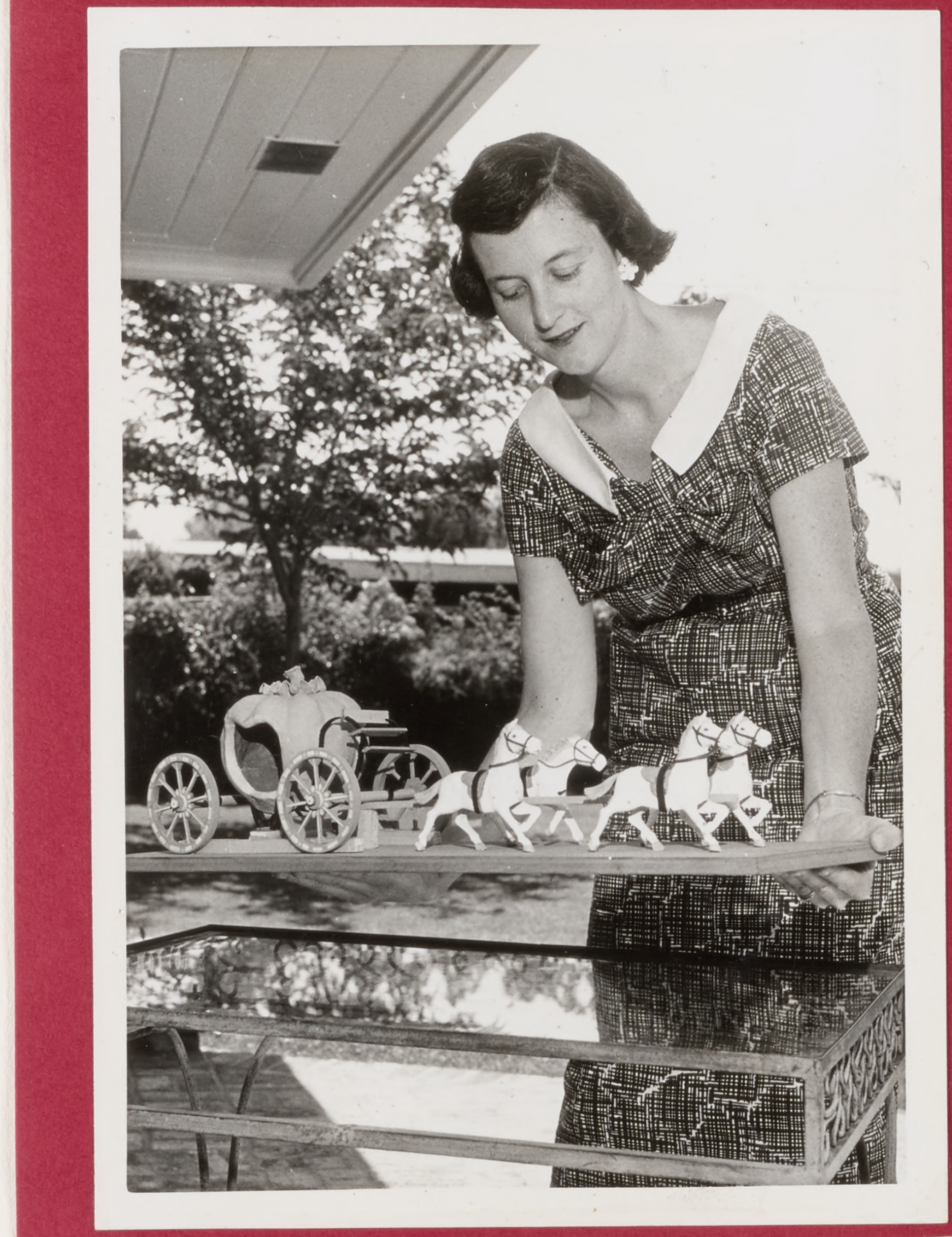
The entire town will be built on a children's scale. Inside, youngsters will walk the famous Crooked Man's Crooked Mile, crawl through holes in the Farmers In The Dell's huge cheese or walk the plank aboard the sinister pirate's ship anchored in a small lagoon.

One of the most lavish sets will be King Arthur's Castle where children's birthday anniversary parties may be held with the honoree sitting on King Arthur's throne while his friends take the place of knights at the Round Table under the pennants and shields hanging from the walls.

Live baby animals, illustrating many of the nursery rhymes and stories such as The Three Little Pigs, The Tortoise And The Hare, Farmer Brown's Barn and Mary Had A Little Lamb, will be in the settings.

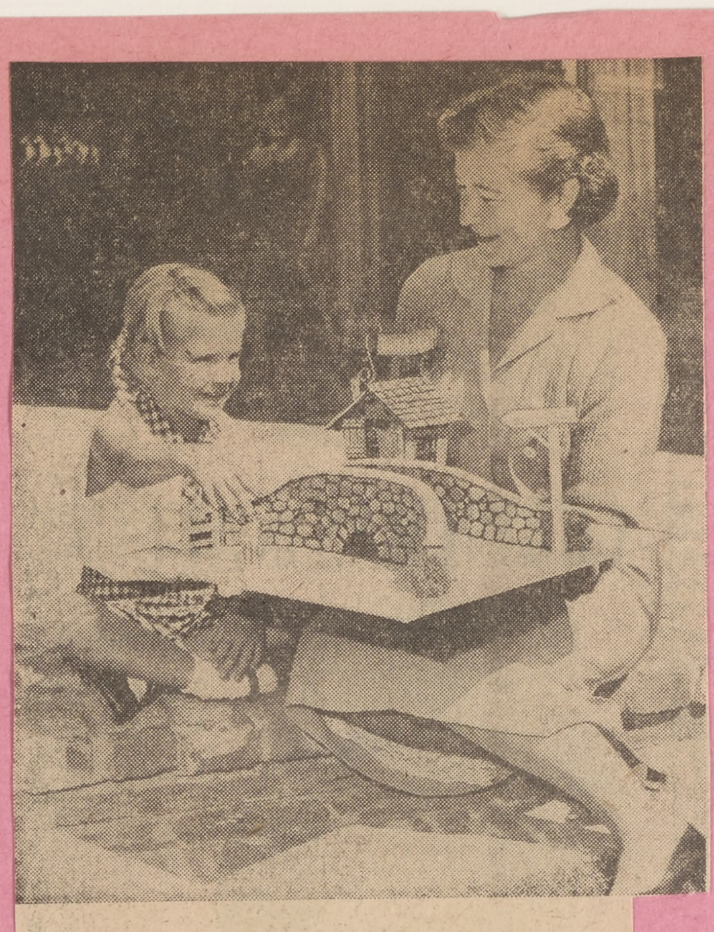
Fairytale Town will be supervised and maintained by the parks and recreation department, but no funds for its support or construction will come from city finances.

Women's Social, Club And Feature Pages



Mrs. Don E. Reid right, opened her house Thursday evening for a scale preview of the town. She is shown here with Pumpkin Coach where youngsters may play Cinderella. Bee Photos

The Owl House is set up for display by Mmes. Lester Harger, left, and Richard Reese, league members. The house will be built so that the children will climb the stairs on the right and come down the slide on the left.

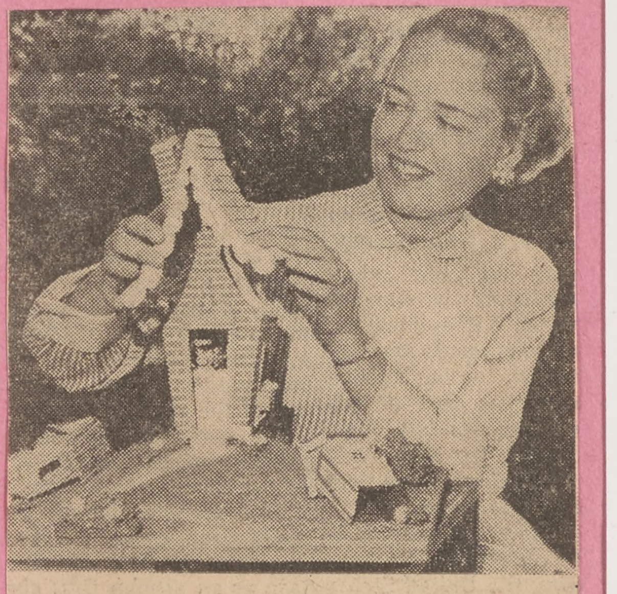


Mrs. Wyman G. Smith, Jr., president of the junior league, shows a miniature display of the Troll Bridge, complete with billy goat, to her daughter, Candy.

THE SACRAMENTO BEE
Sacramento, California C*

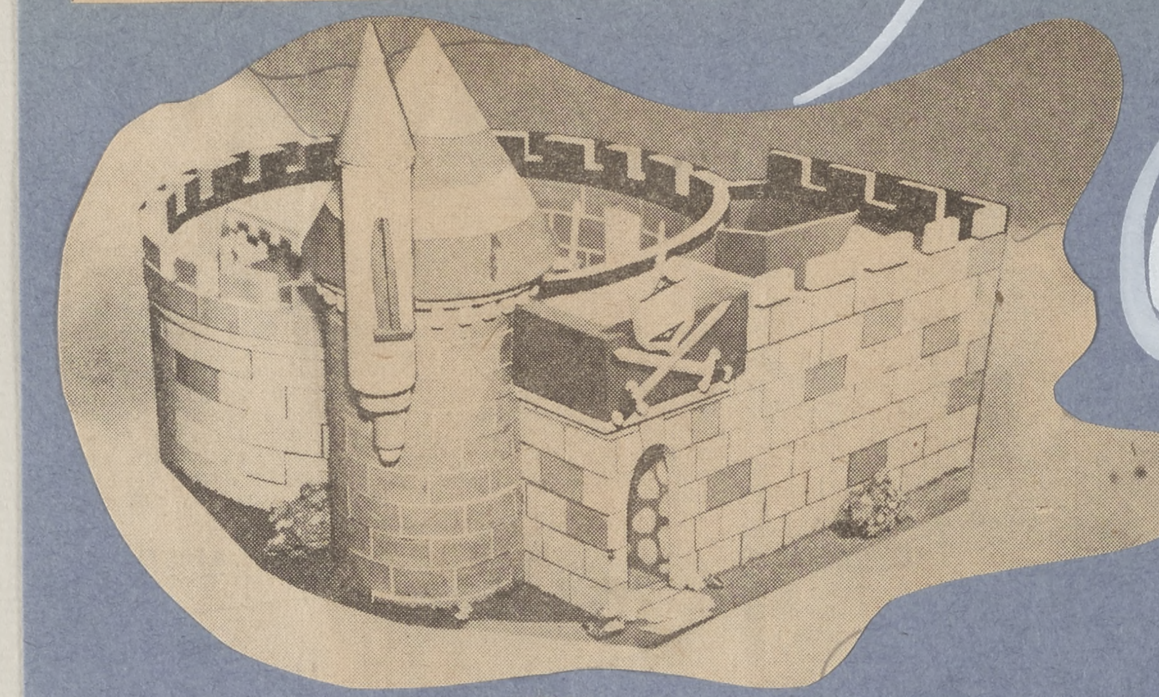
SATURDAY, AUGUST 10, 1957

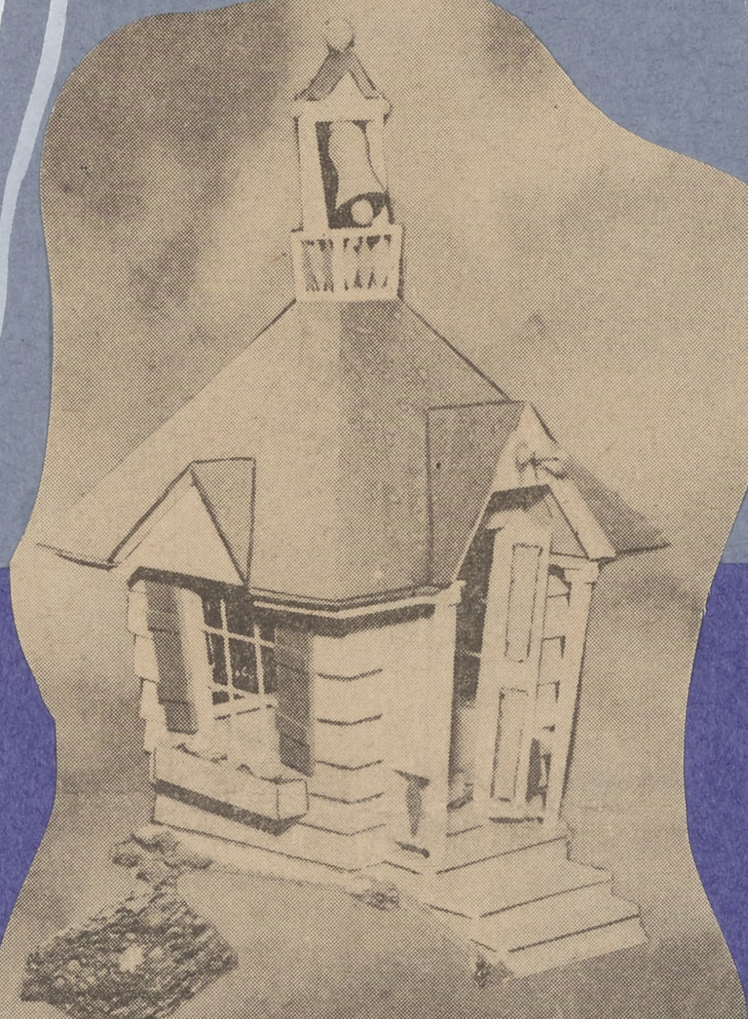
A sketch of the Old Mill, above, which will be a concession house, is studied by Mmes. John Fiddyment of Roseville, standing, and Jess C. Wilson, Jr., both league members. There will be live ducks in the stream as shown in the plans.

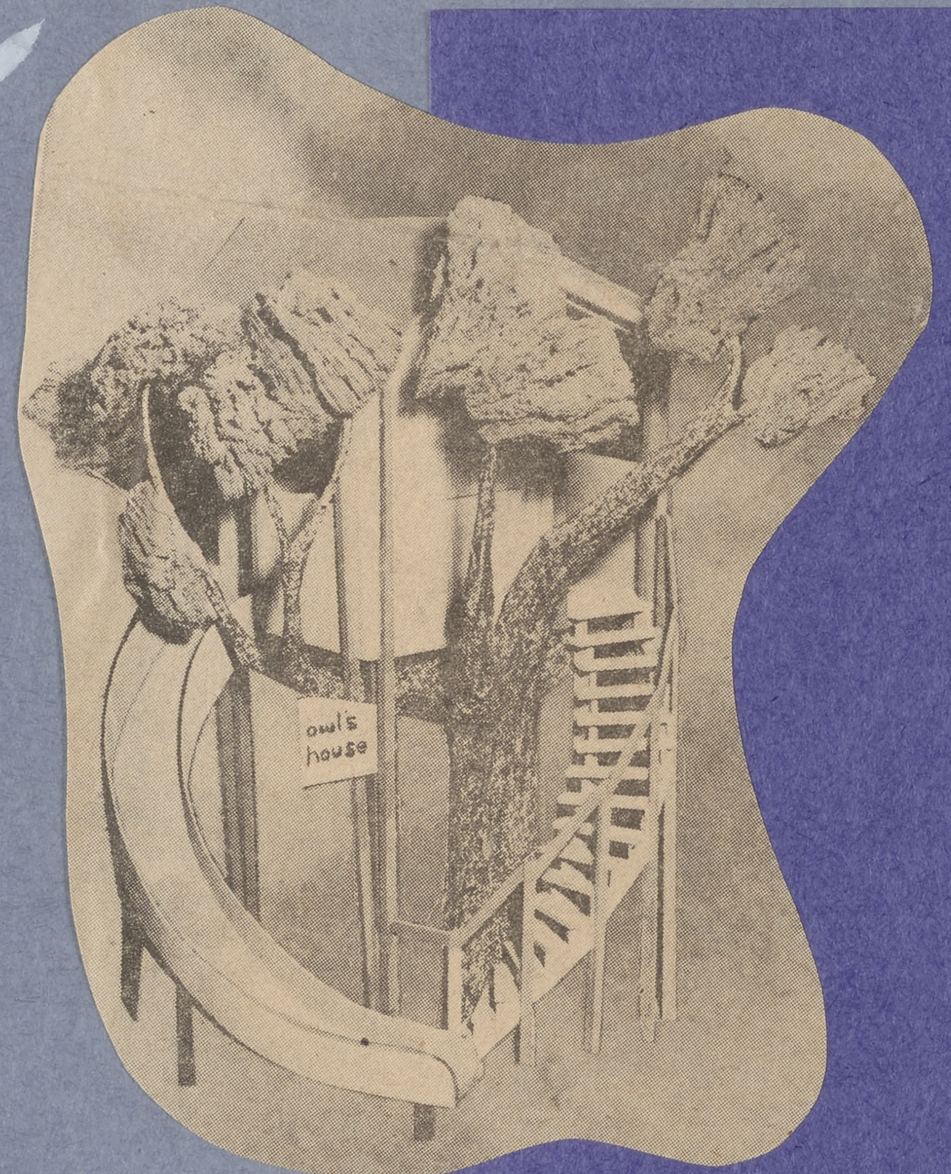


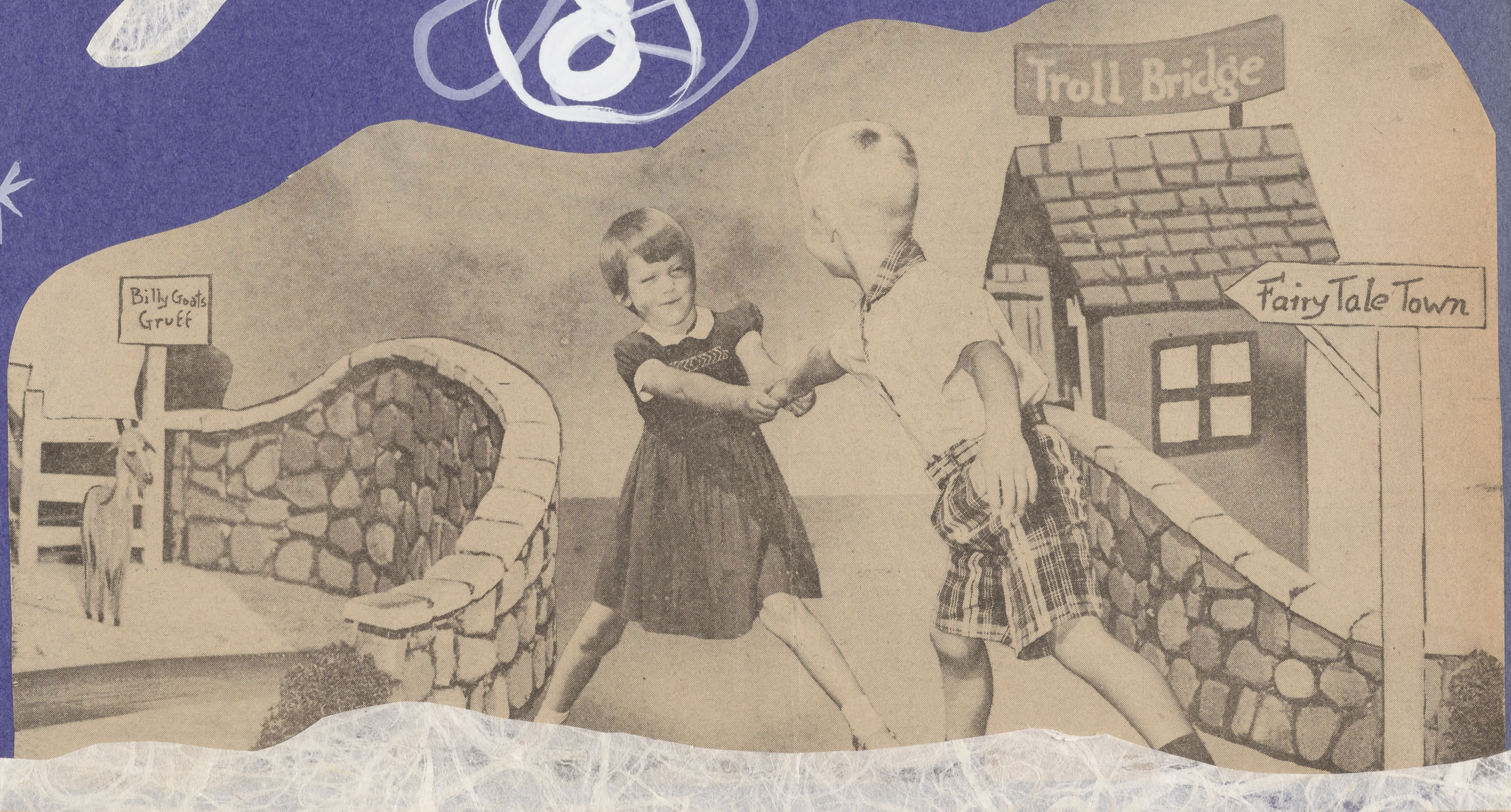
Mrs. Milton Schwartz puts the roof on the home of the Three Little Pigs. In the yard are the two homes which were blown down by the Big Bad Wolf. Live baby pigs will run around the yard.

The Sacramento Union
WOMEN
GIlbert 2-7811, SUNDAY MORNING, AUGUST 11, 1957 1-W

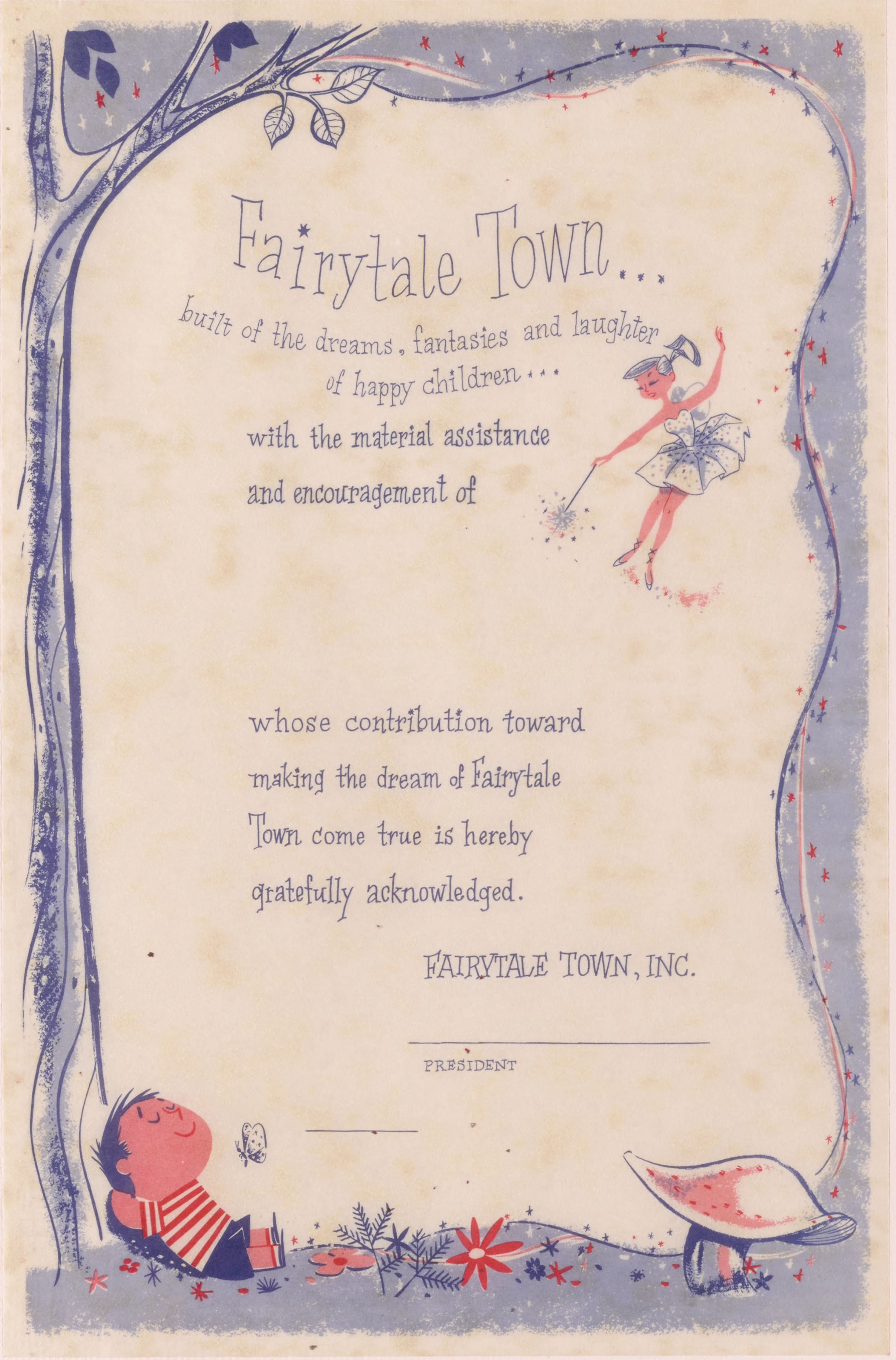







Troll Bridge
Billy Goats Gruff
Fairy Tale Town

Fairy Tale Town beckons Nancy Reid and Jonathan Teichert on a dream tour of the wonderland soon to be a reality in Land Park
—Photo layout by The Union cameraman, Joe Benetti. See story on page 2.



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with the material assistance and encouragement of

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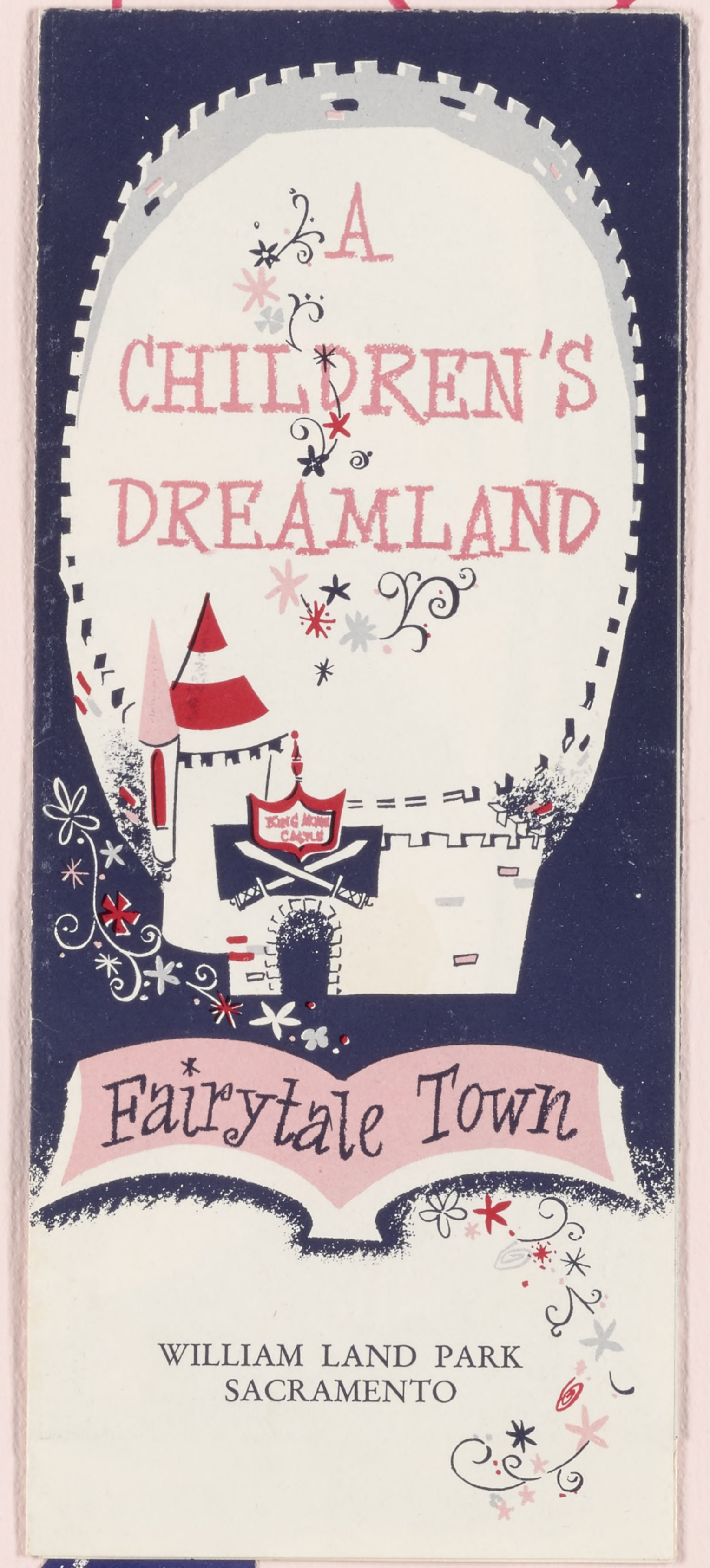
FAIRYTALE TOWN, INC.

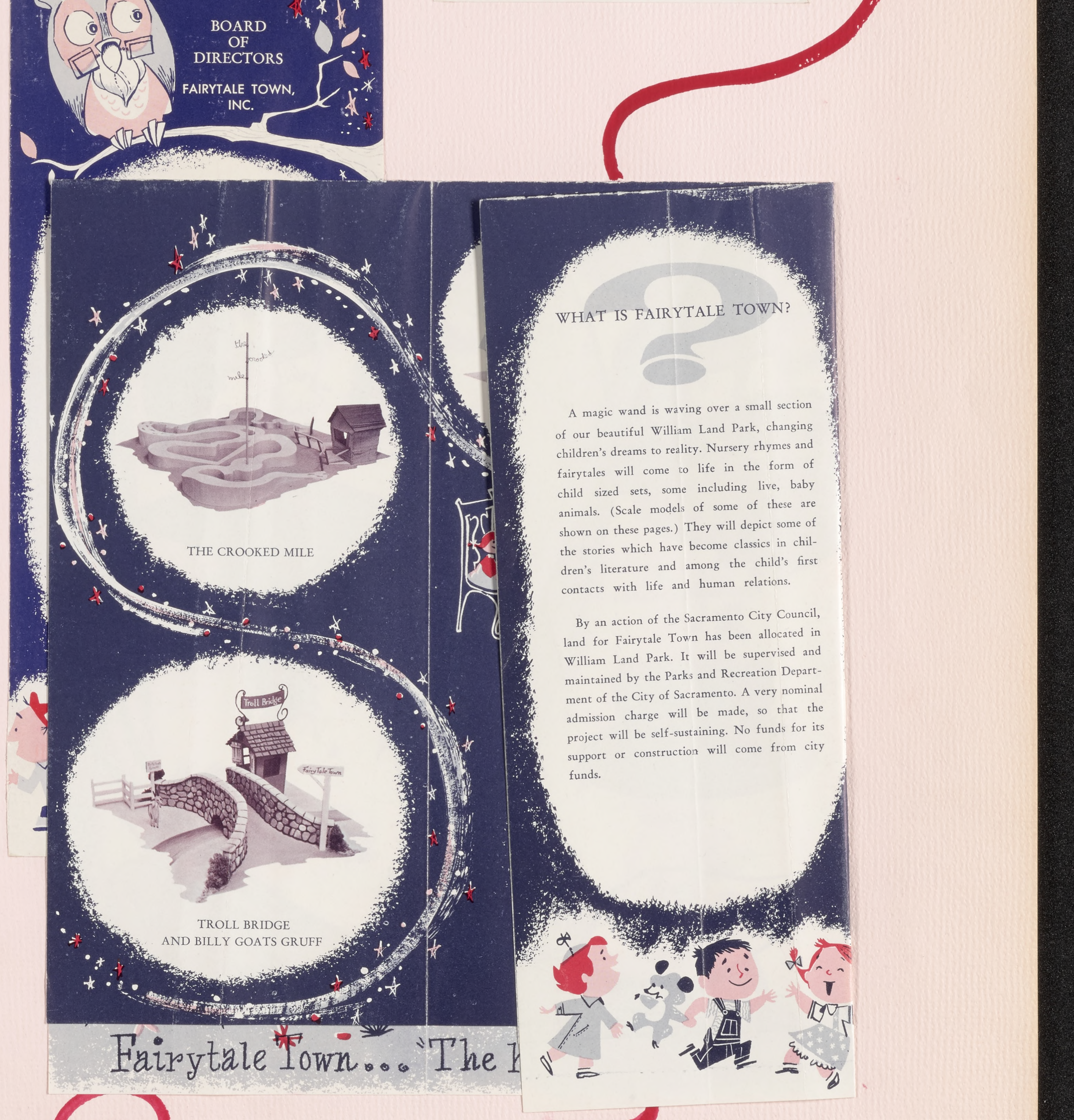
PRESIDENT



A CHILDREN'S DREAMLAND

Fairytale Town

WILLIAM LAND PARK
SACRAMENTO



BOARD
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FAIRYTALE TOWN,
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THE CROOKED MILE

TROLL BRIDGE
AND BILLY GOATS GRUFF

Fairytale Town... The

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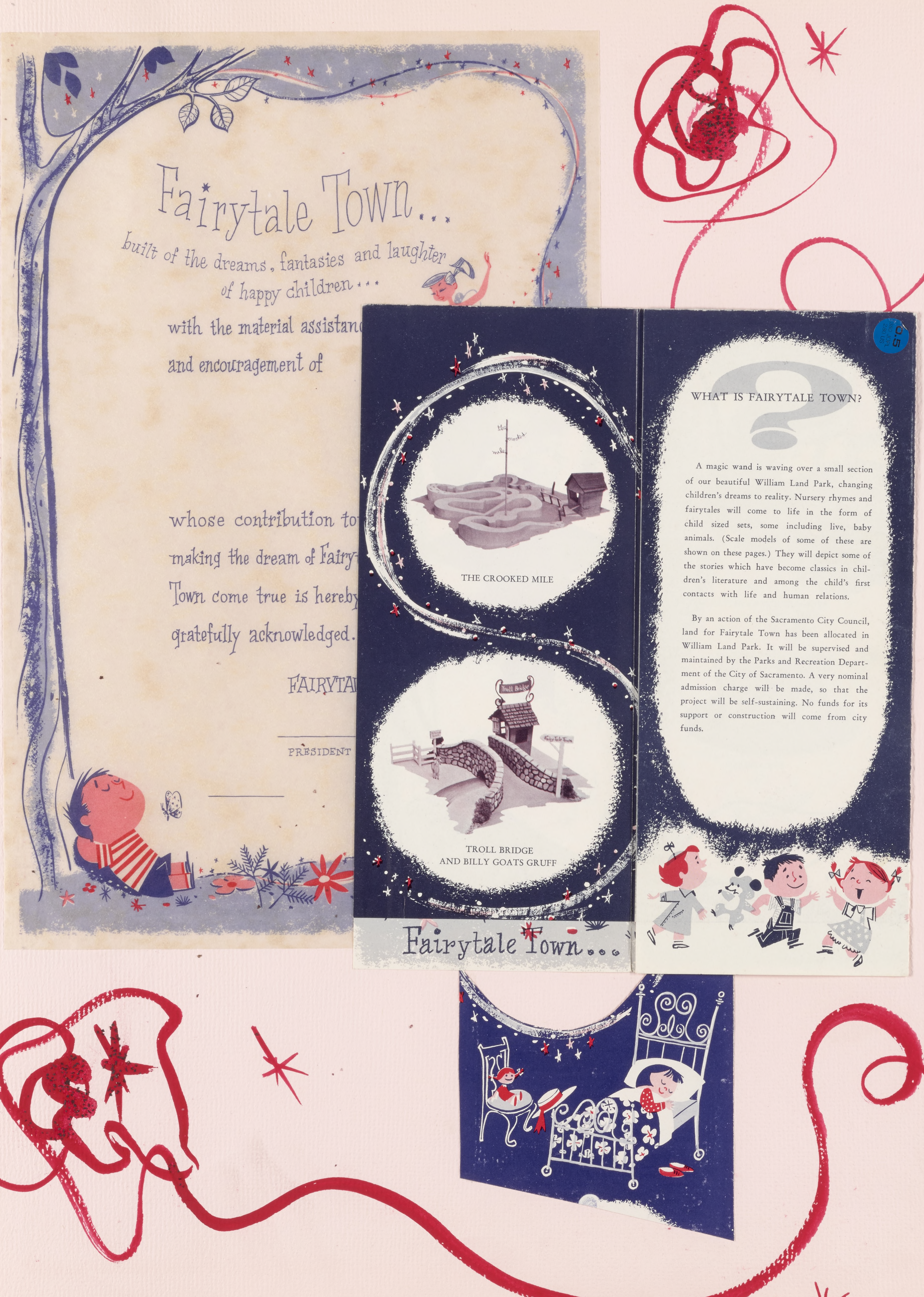

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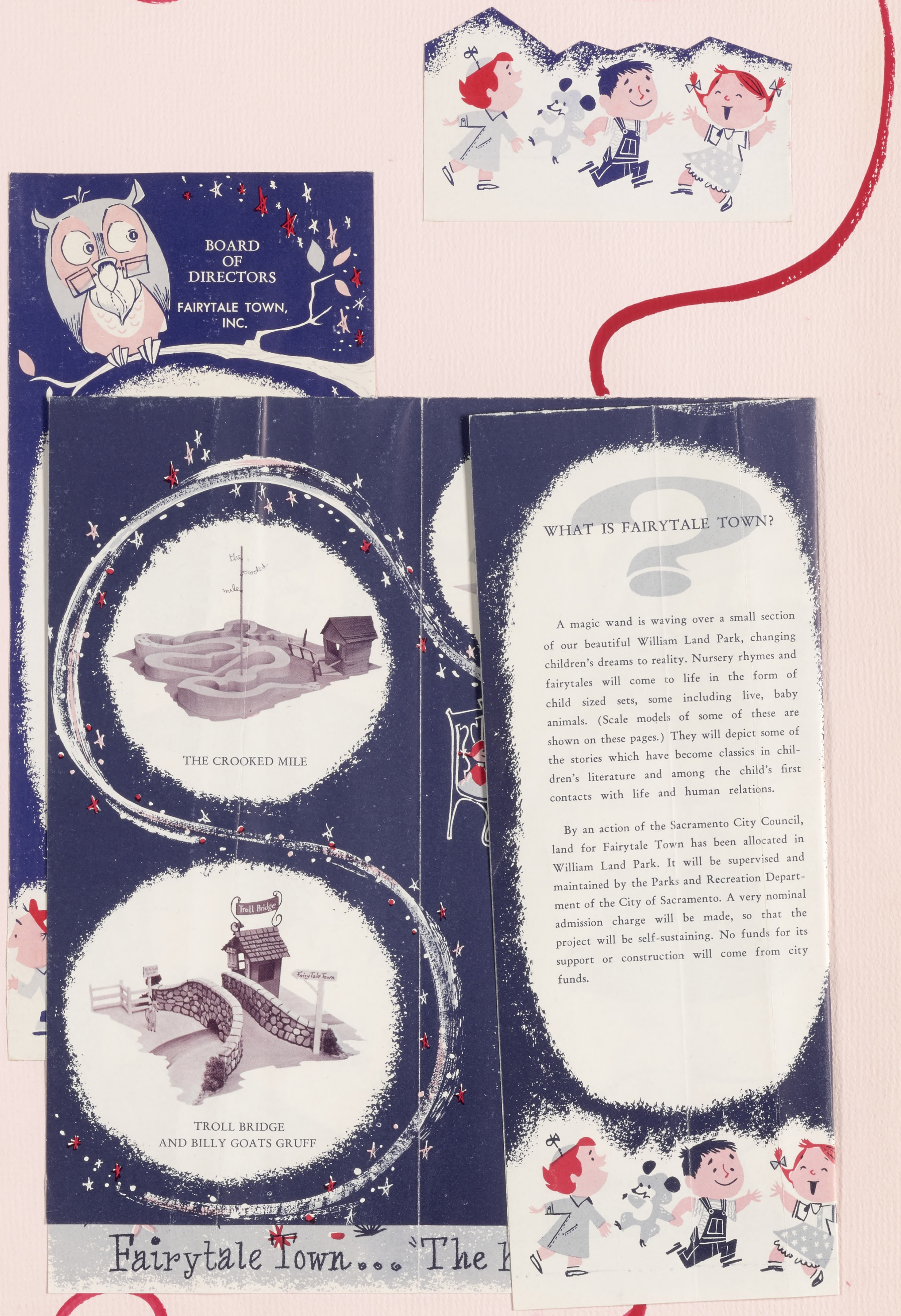

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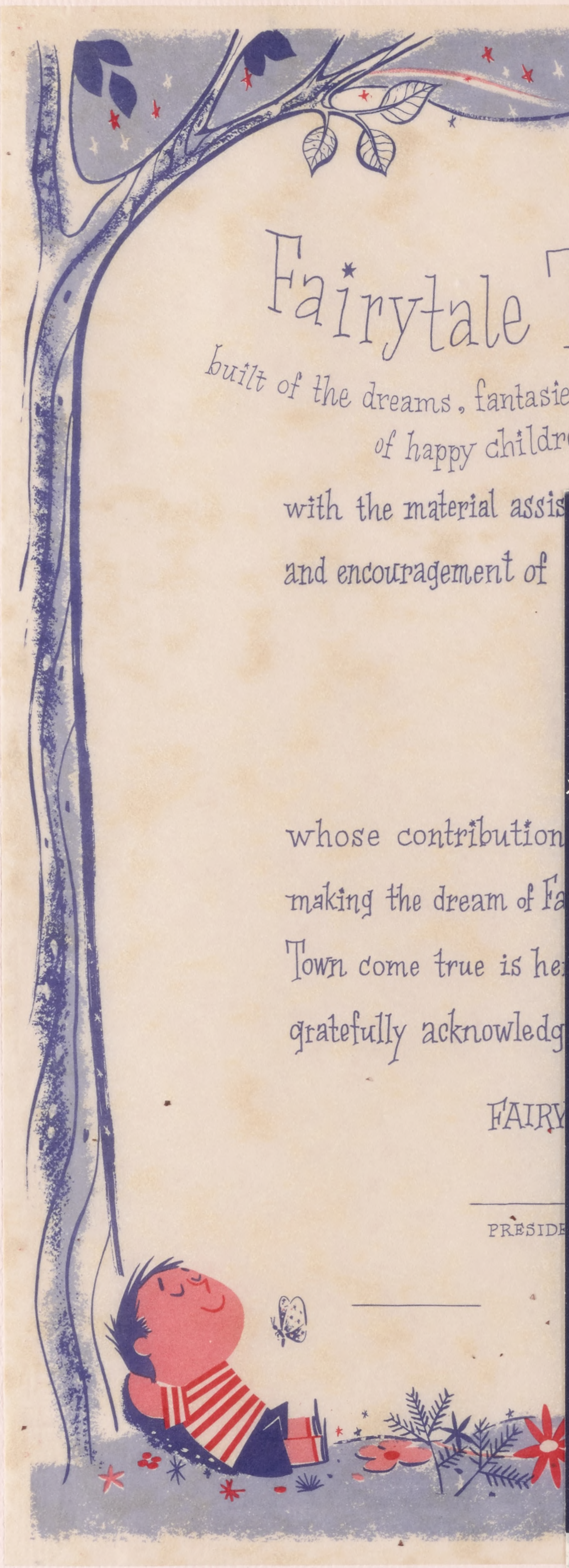

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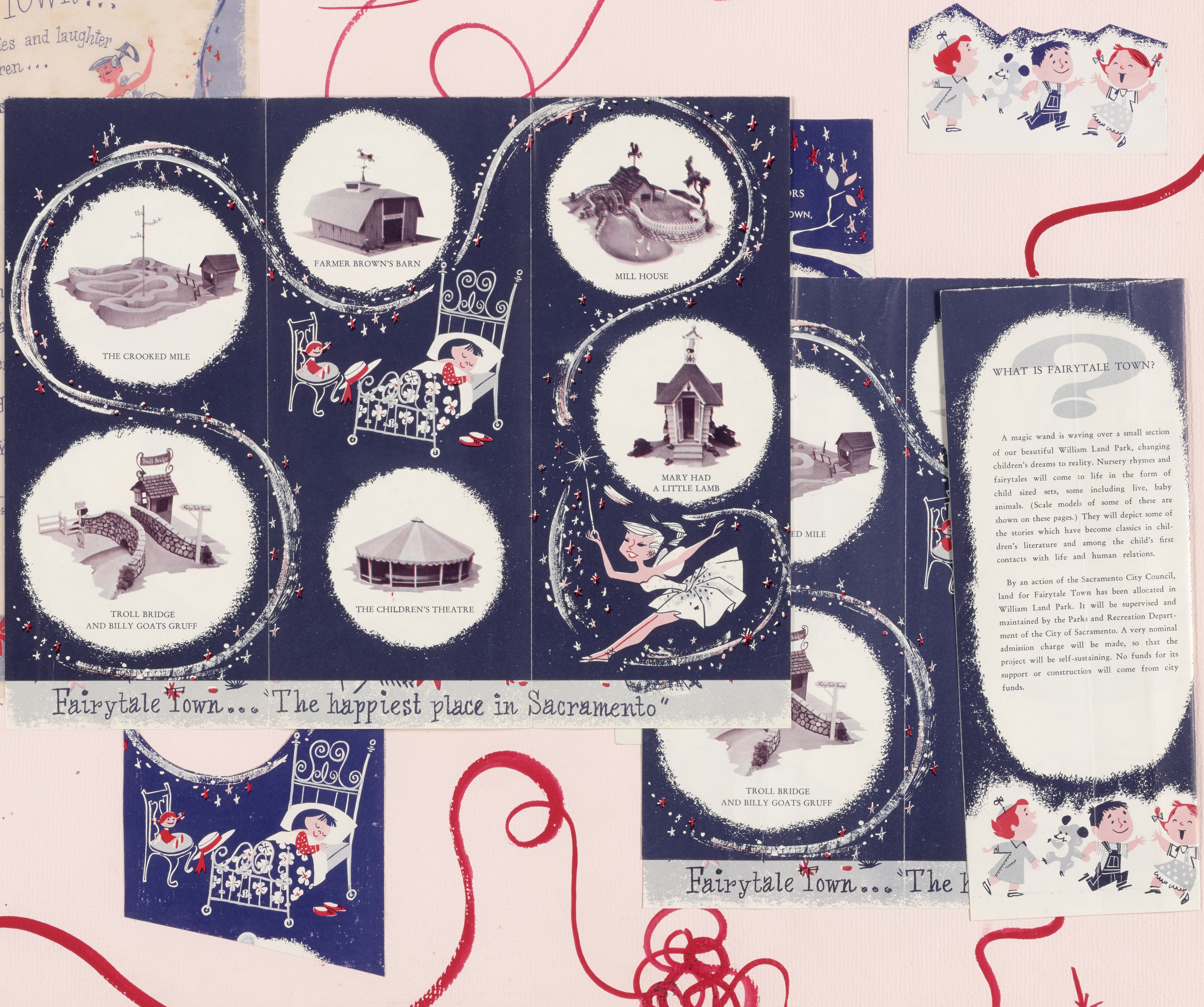

THE CROOKED MILE
FARMER BROWN'S BARN
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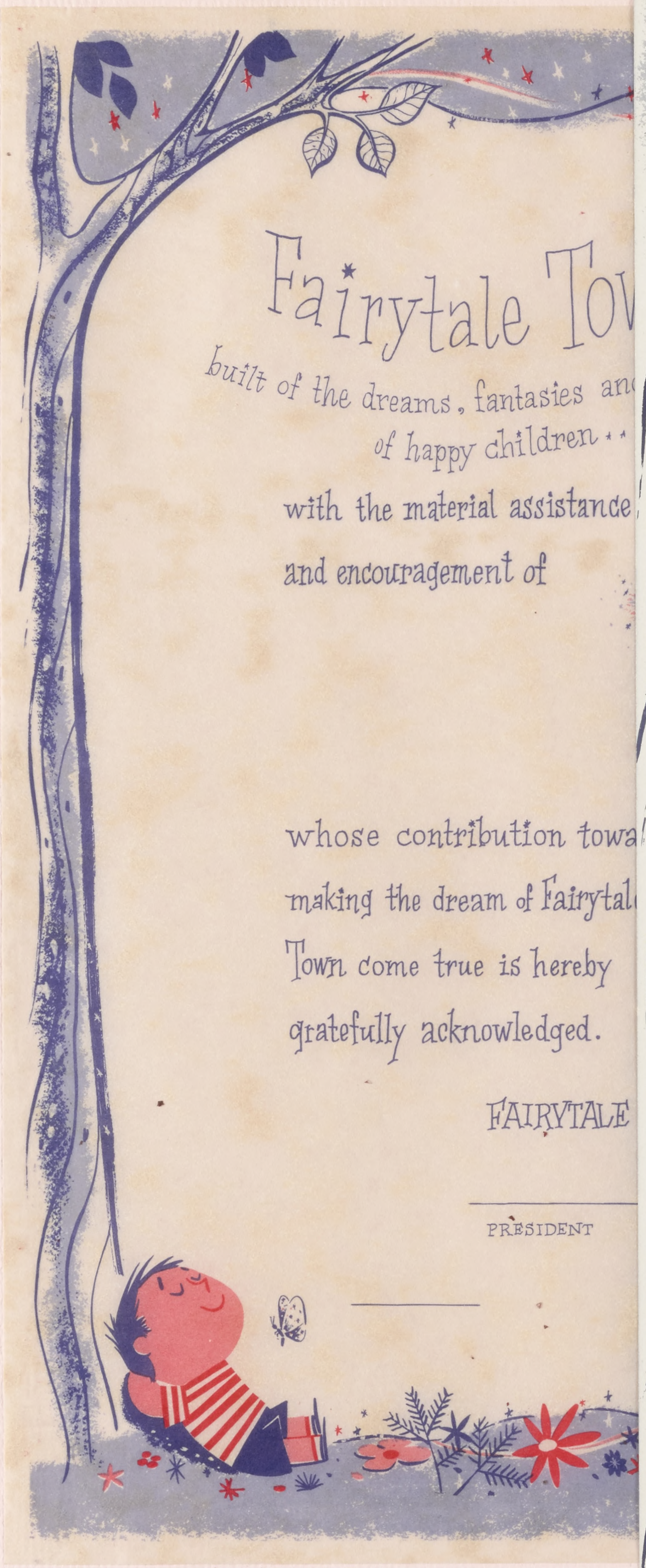

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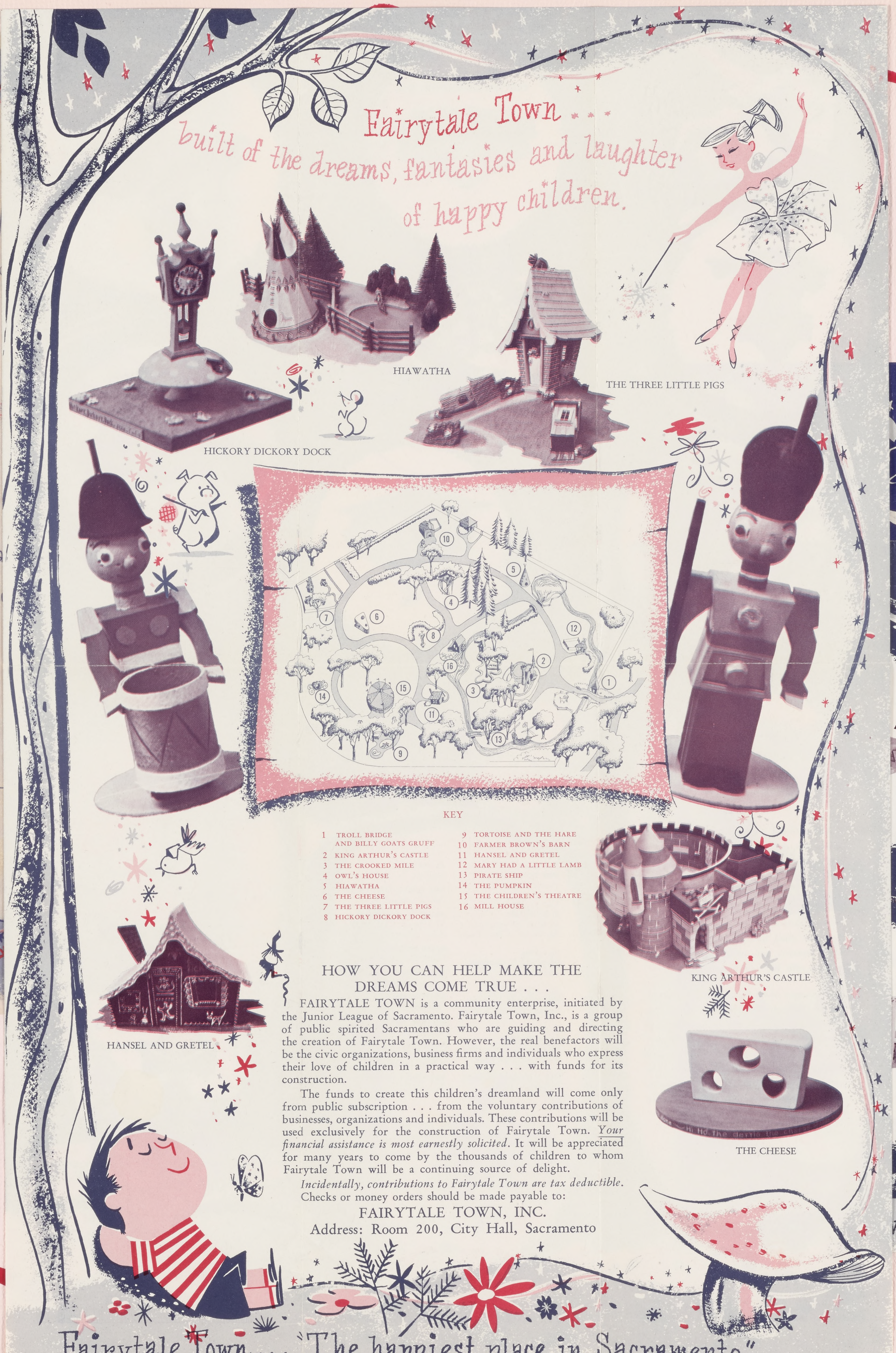

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HICKORY DICKORY DOCK

HIAWATHA

THE THREE LITTLE PIGS

KEY

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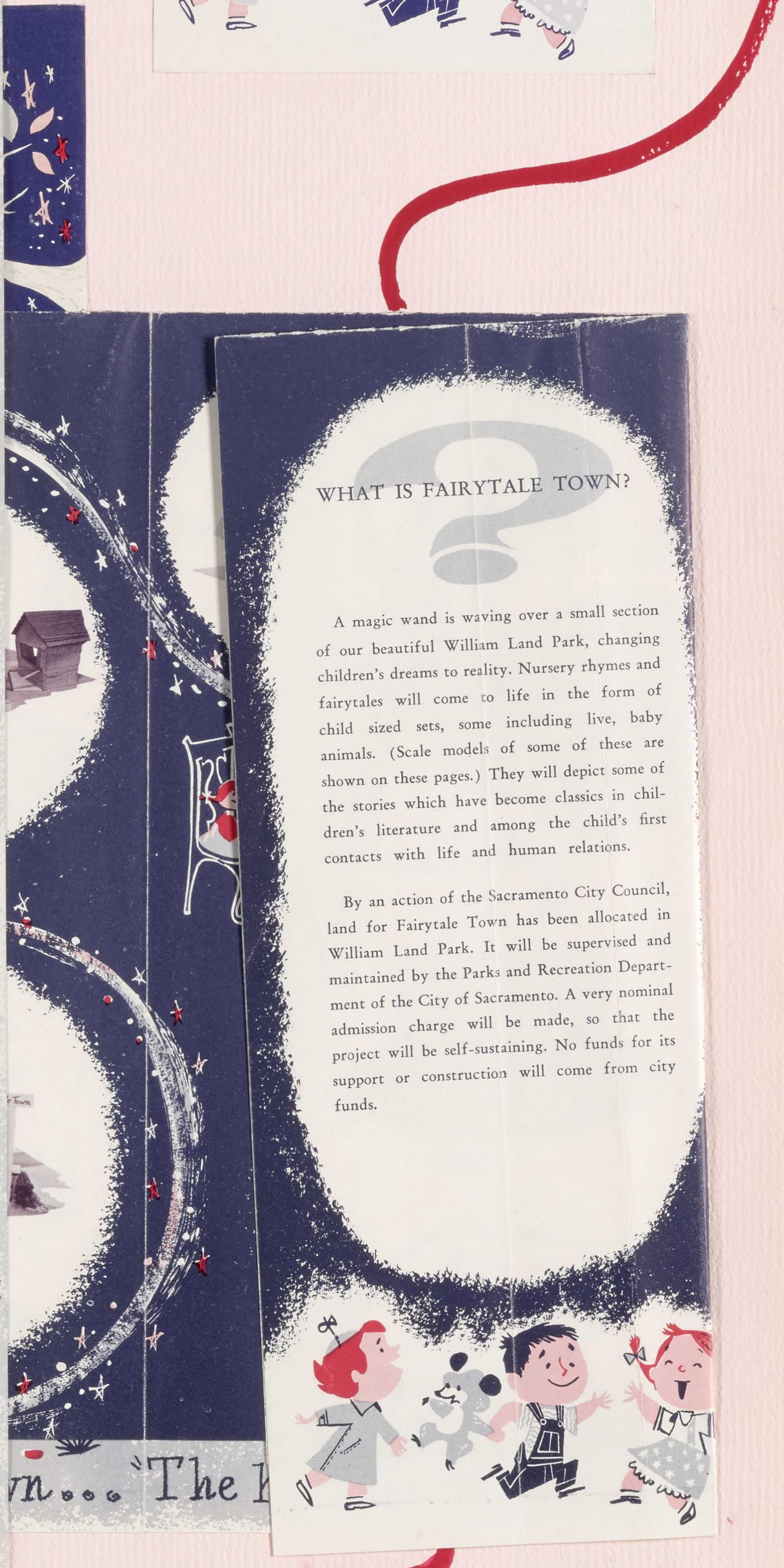

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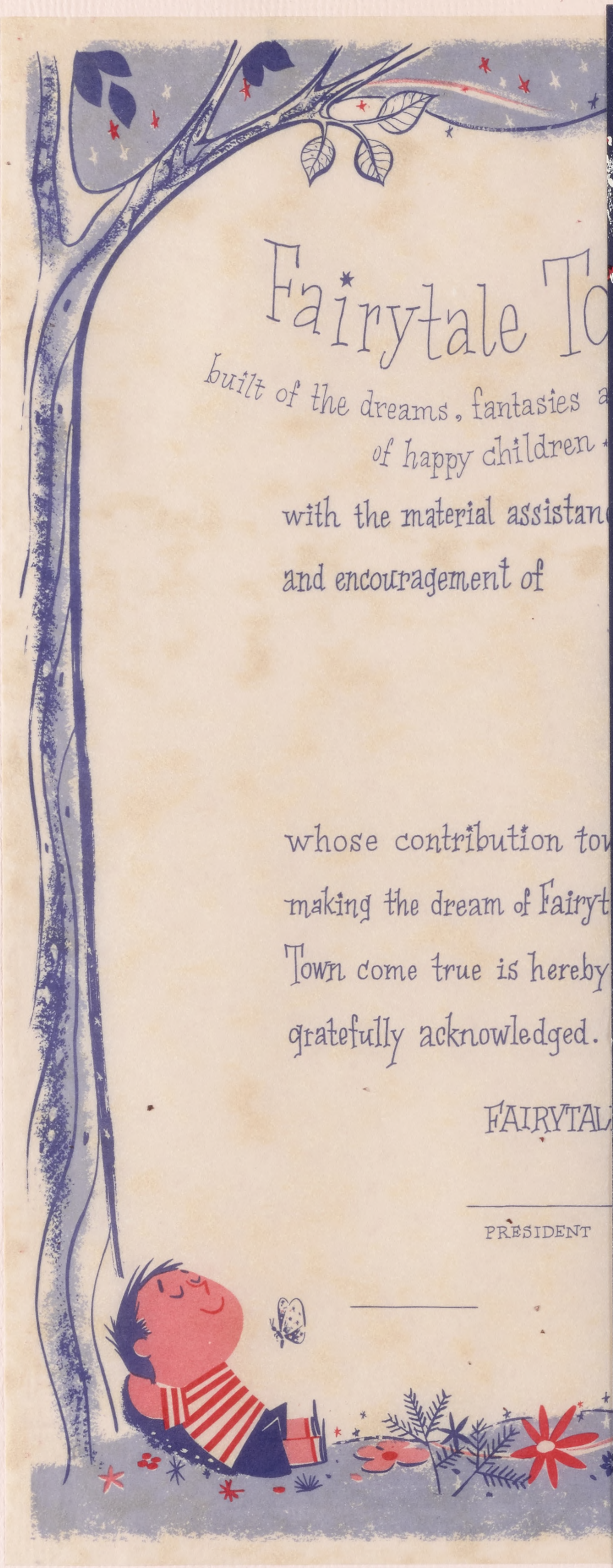

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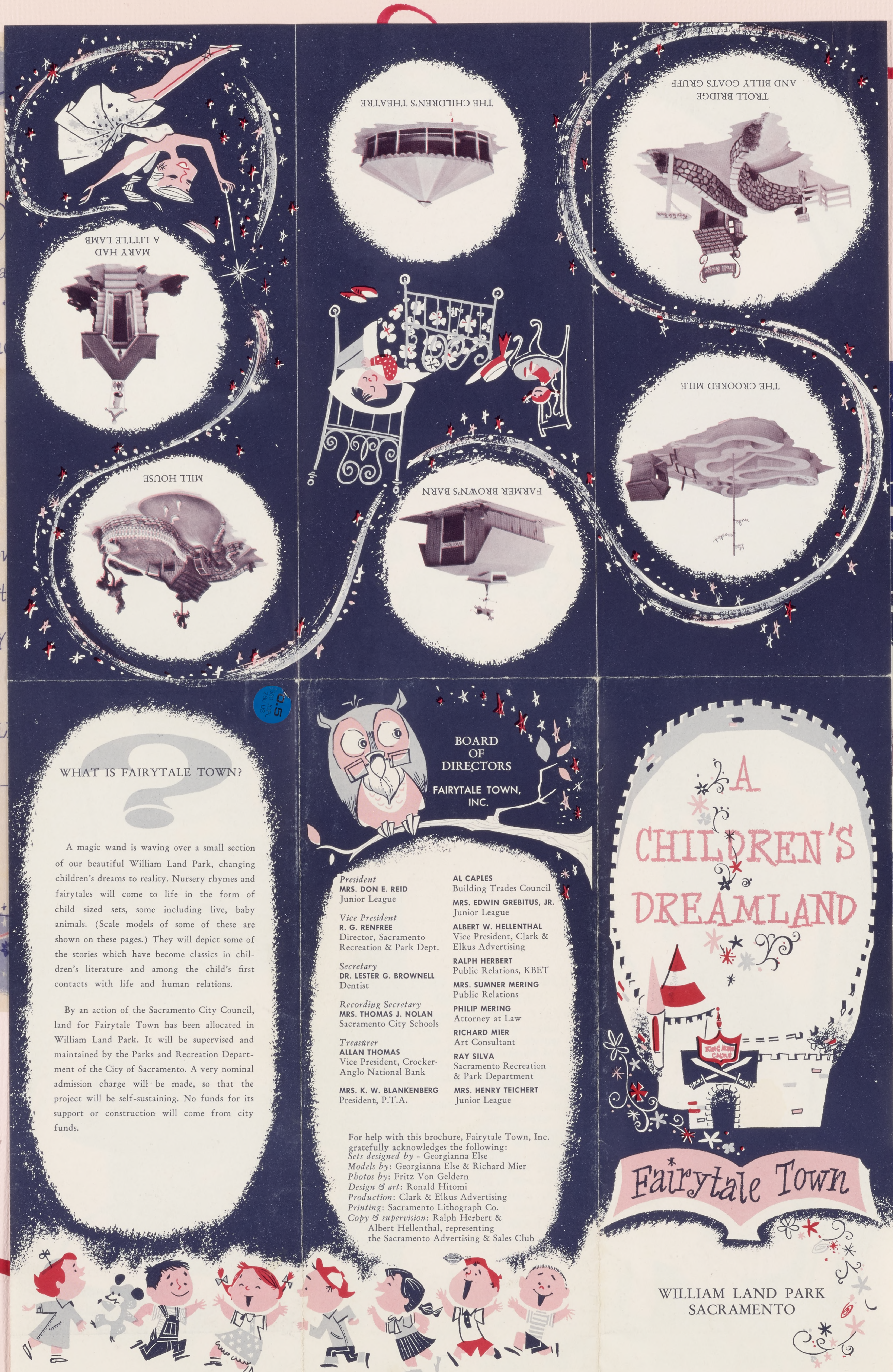
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Junior League

For help with this brochure, Fairytale Town, Inc. gratefully acknowledges the following:
Sets designed by - Georgianna Else
Models by: Georgianna Else & Richard Mier
Photos by: Fritz Von Geldern
Design & art: Ronald Hitomi
Production: Clark & Elkus Advertising
Printing: Sacramento Lithograph Co.
Copy & supervision: Ralph Herbert & Albert Hellenthal, representing the Sacramento Advertising & Sales Club

A CHILDREN'S DREAMLAND

Fairytale Town

WILLIAM LAND PARK
SACRAMENTO

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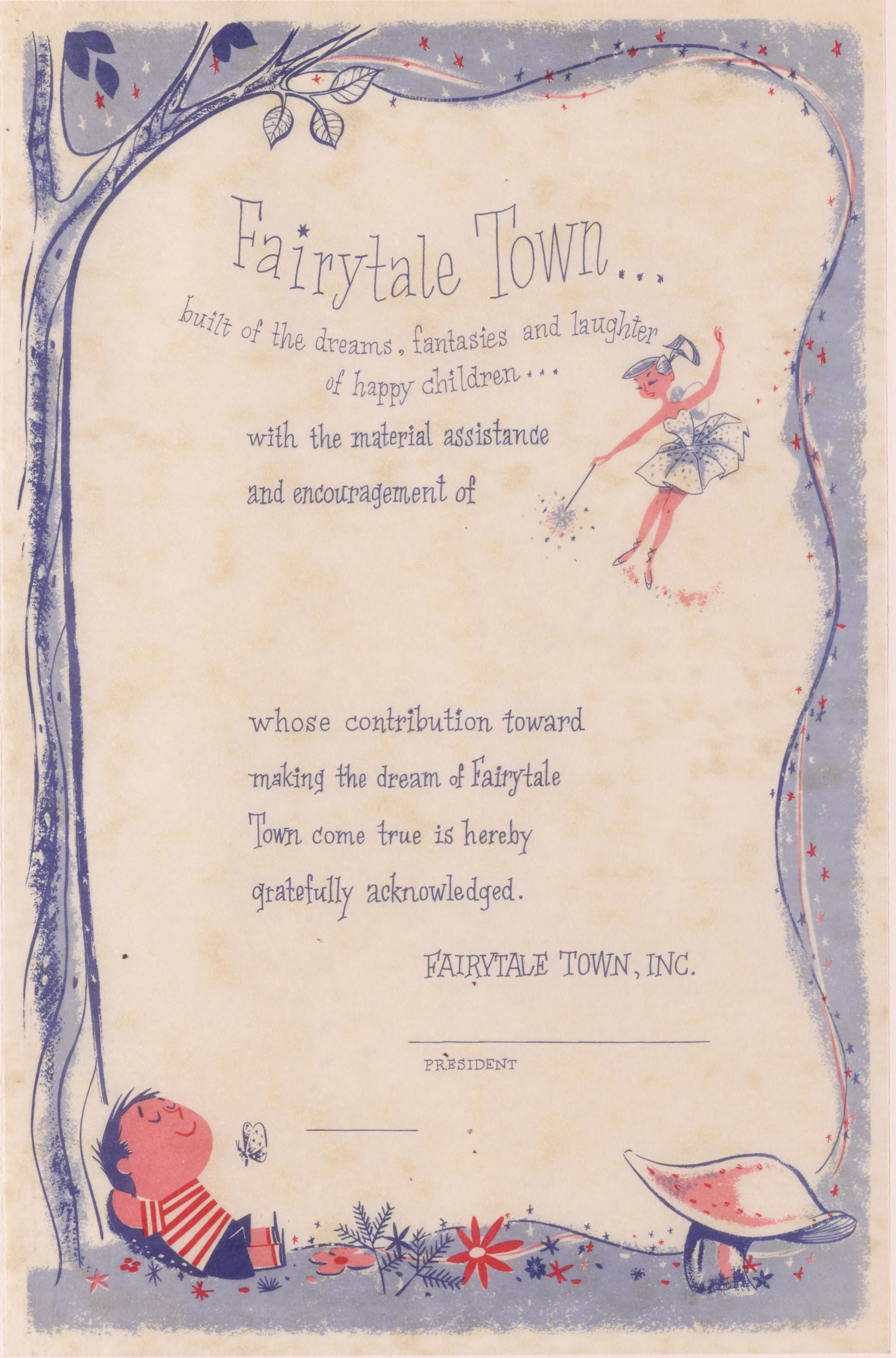

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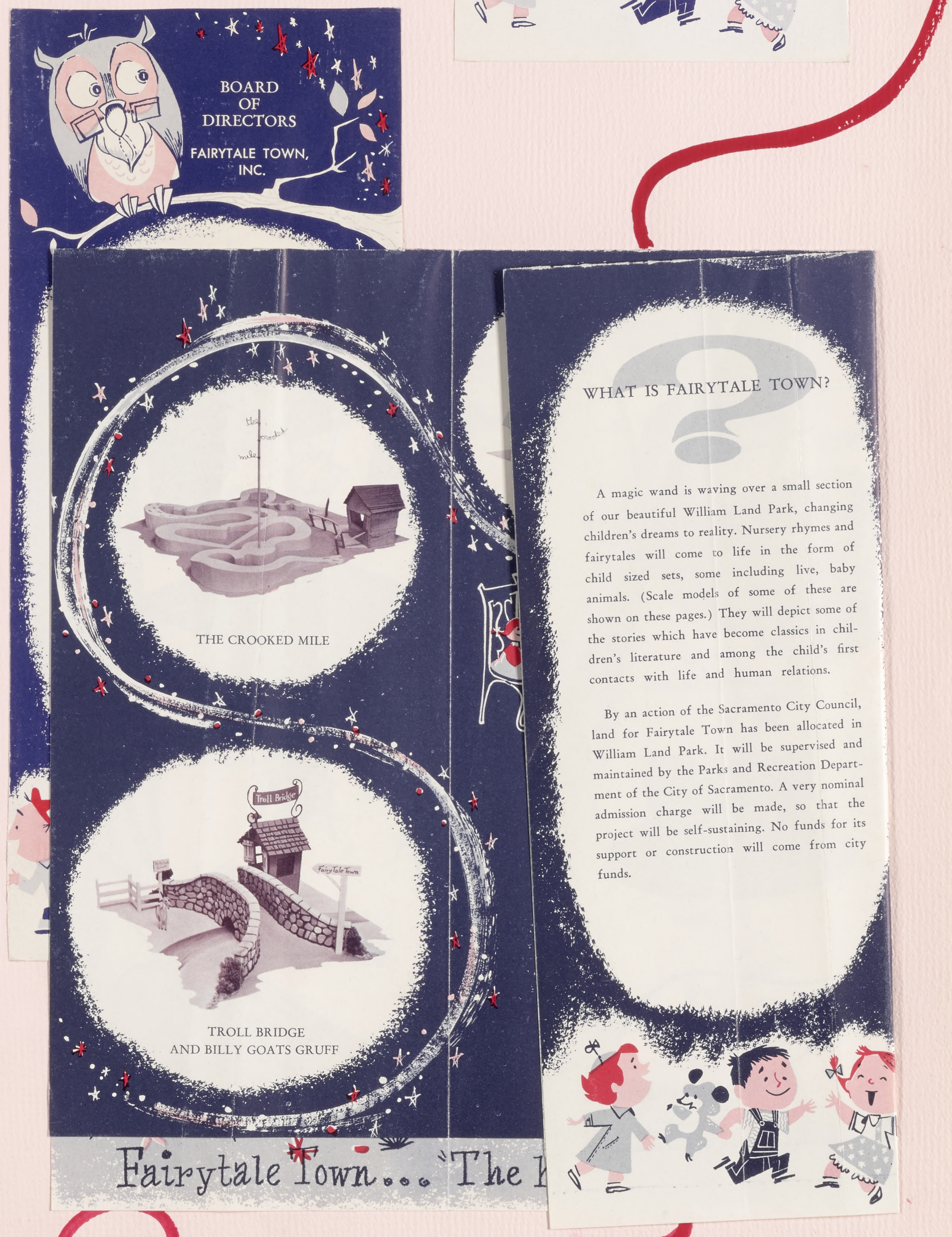

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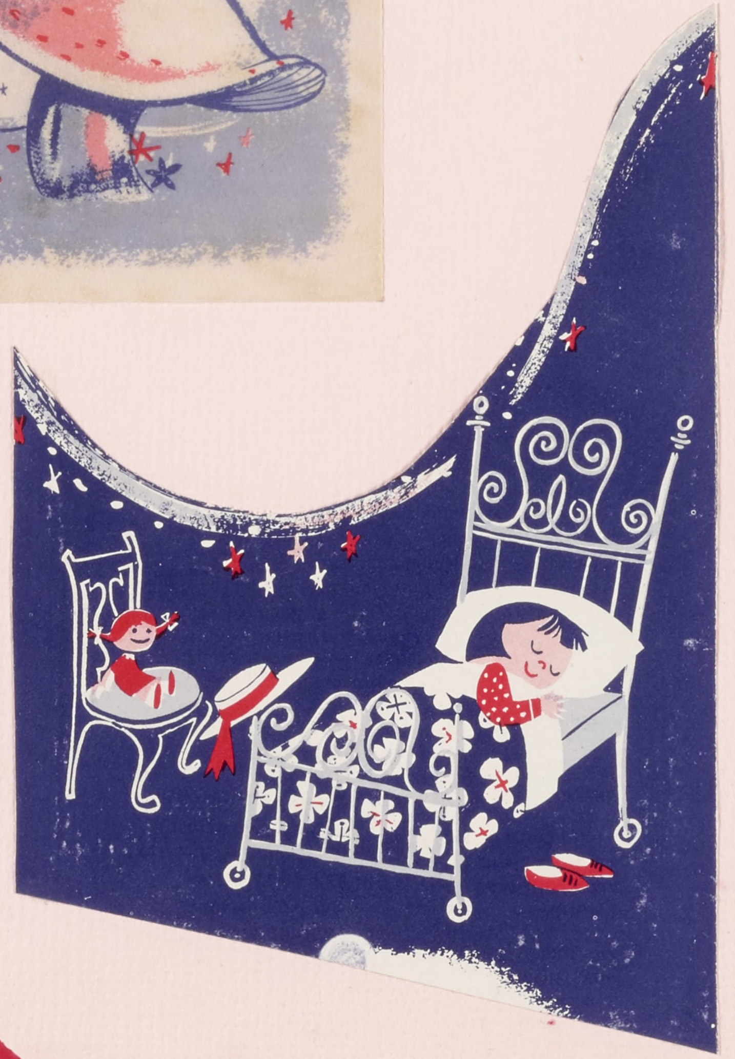

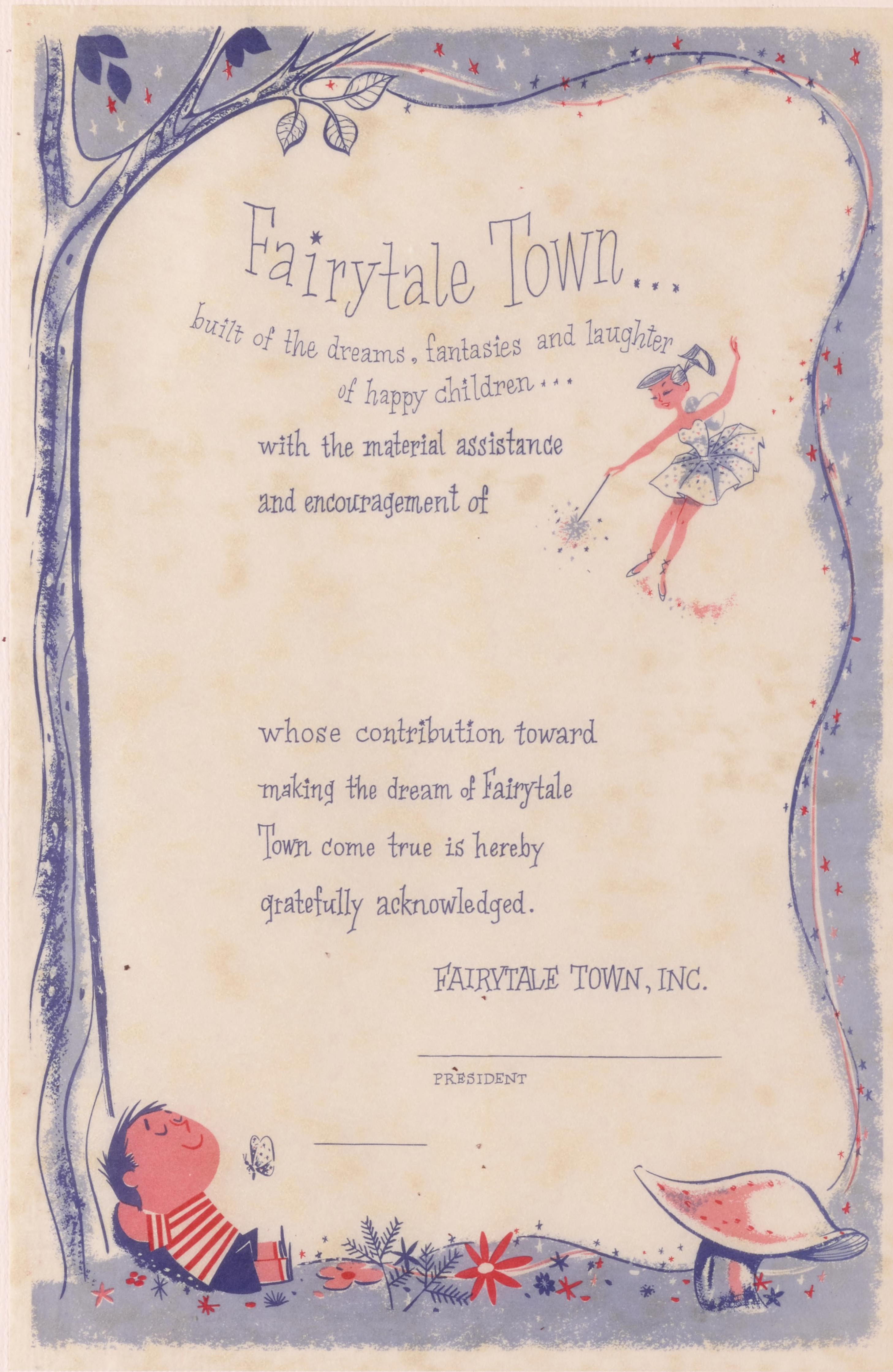

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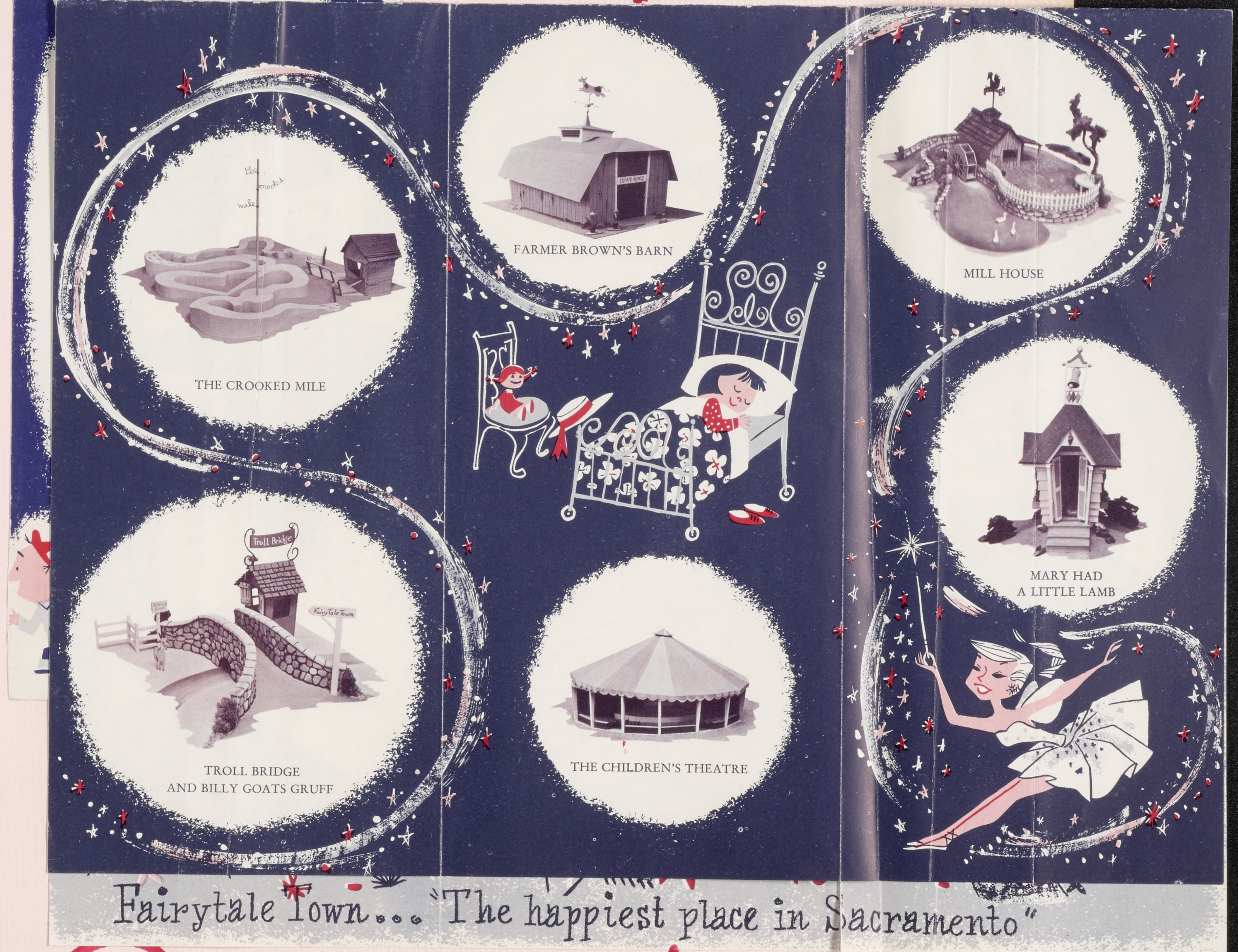
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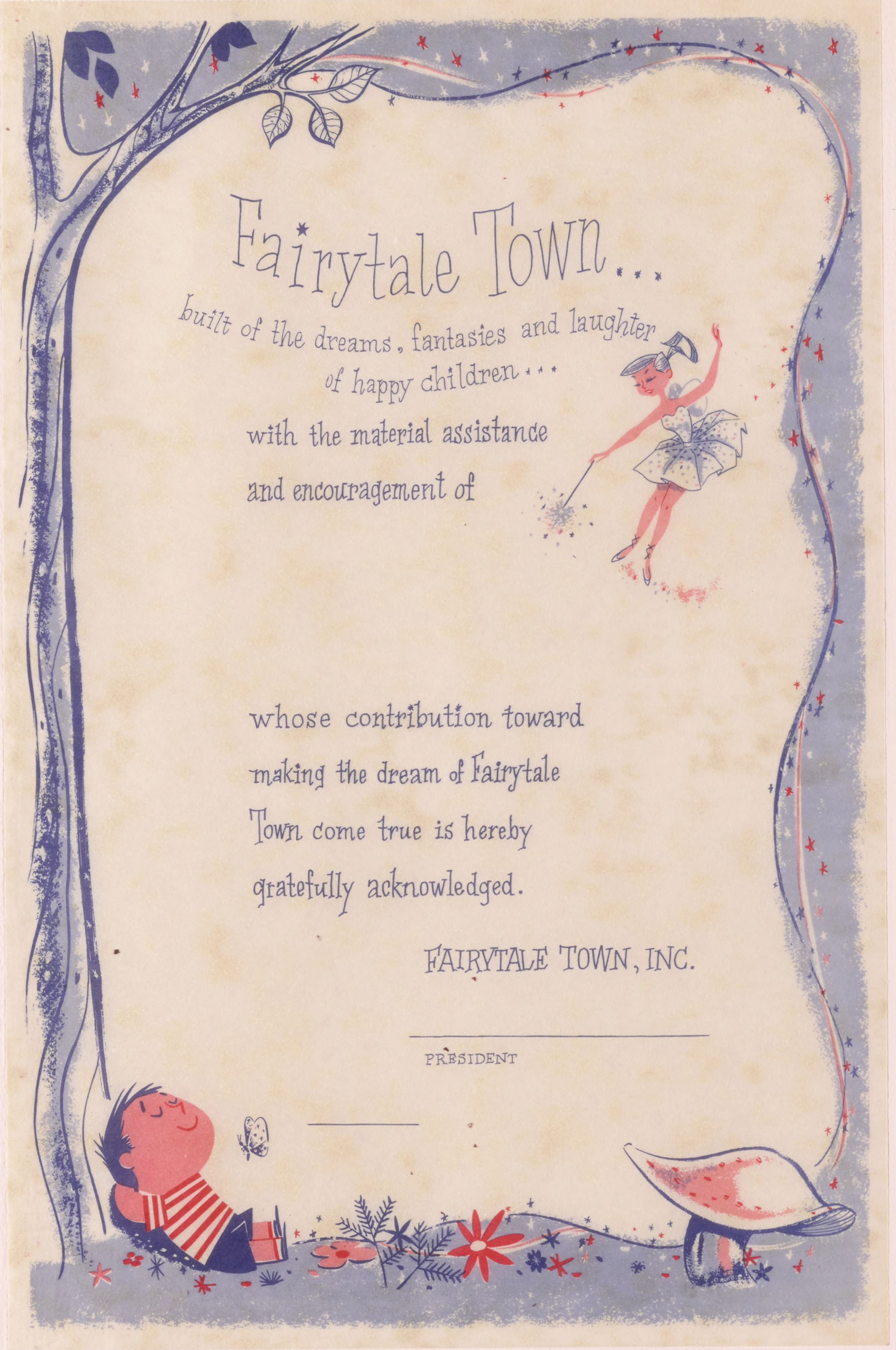

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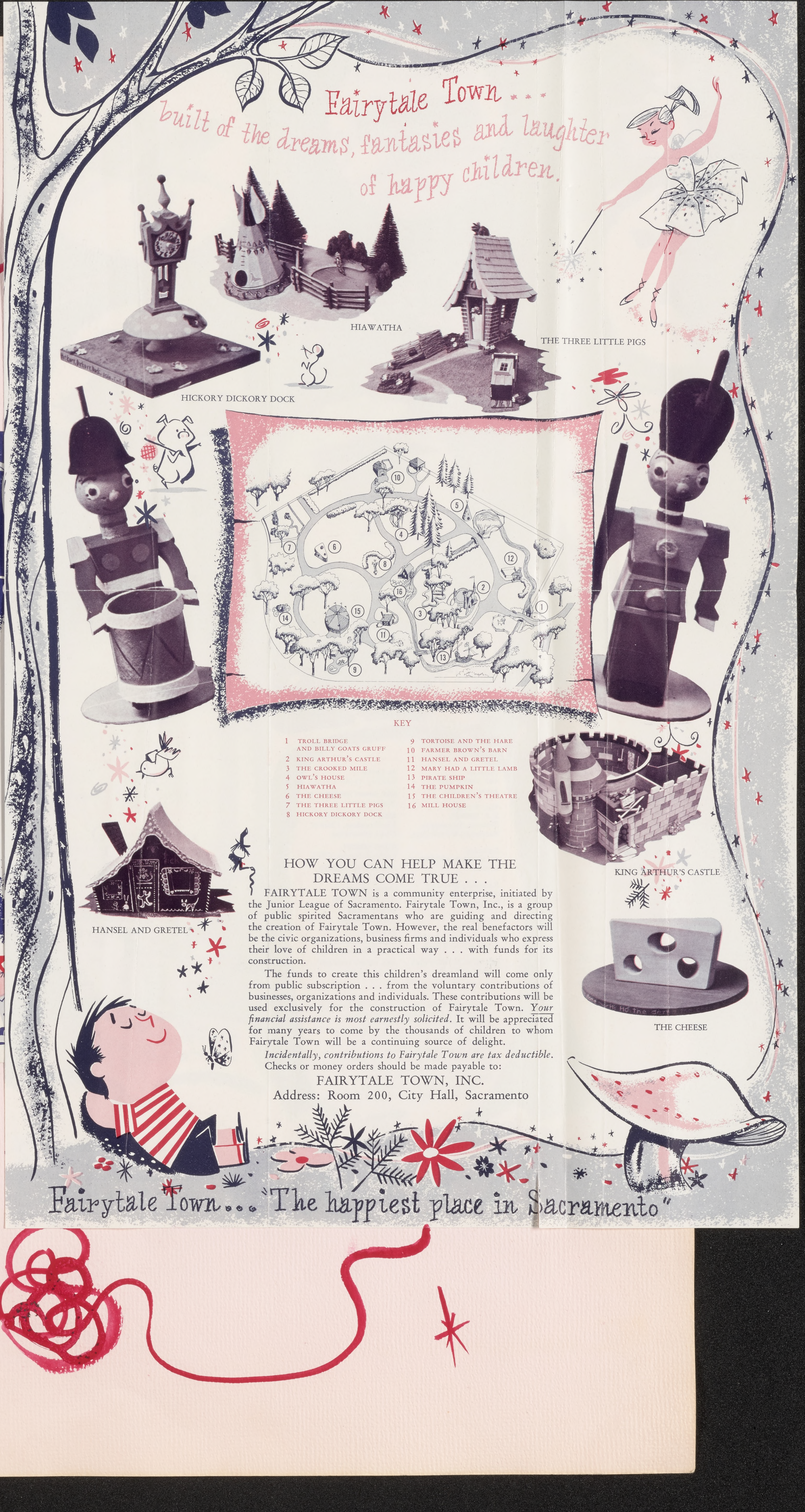

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THE CHEESE

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Labor Looks At Fairytale Town; Consider Sponsorship

A magic wand, waving over a small section of Sacramento's beautiful William Land Park, will soon change children's dreams into breath-taking reality as nursery rhymes and fairytales come to life in the form of child-sized sets.

To be known as Fairytale Town, this project is a community enterprise, initiated by a group of public-spirited Sacramentans who are guiding and directing the creation of this children's dreamland.

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PAGE EIGHT SACRAMENTO VALLEY UNION LABOR BULLETIN

Labor Sees Fairy Town, May Assist

(Continued from Page One)

will come from city funds.

Investigating the possibility of organized labor sponsoring one of the sets, representatives of various local unions converged on the colorful and impressive scale model of the Town late last week to see for themselves what the final project would look like when completed.

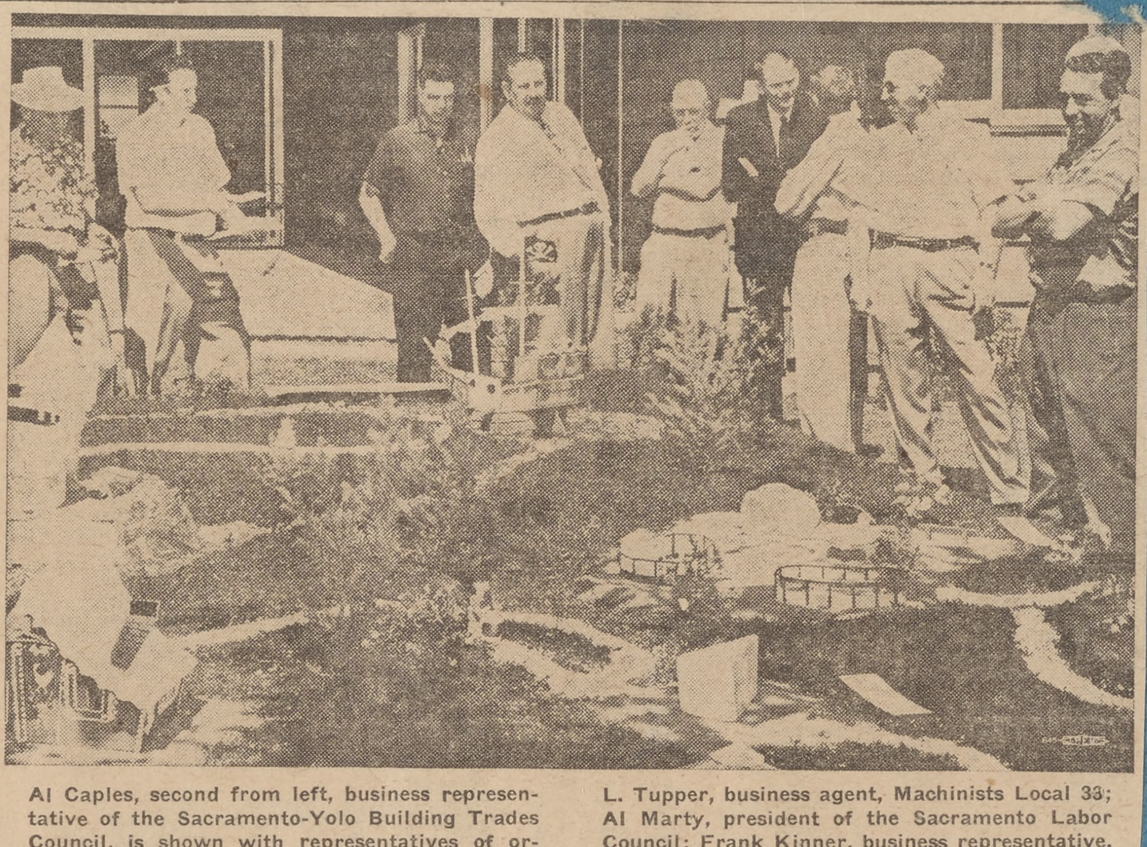
There, spread out among miniature rolling hills and diminutive creeks and streams, were all the things that children conjure up in their vivid imaginations as they are told the wonderous happenings in the land of make-believe.

Inside this wonderland, children will walk the famous Crooked Mile, crawl through holes in a huge cheese of the Farmer in the Dell, become Cinderella, complete with glittering, golden coach and four white horses, . . . or walk the plank aboard the sinister Pirate Ship, which is anchored in a small lagoon.

From the entrance, guarded over by the Troll Bridge and Billy Goats Gruff, to King Arthur's fabulous castle and the Mill House, each of the 16 sets is enough to set any child's eyes shining with wonderment and joy.

Built of the dreams, fantasies and laughter of happy children everywhere, Fairytale Town promises to be appreciated for many years to come by the thousands of children to whom it will be a continuing source of delight.

On the Board of Directors of Fairytale Town, Inc., is Al Caples, business representative for the Sacramento-Yolo Building and Construction Trades Council. Caples is spearheading the proposal to have a labor-sponsored set in the project, and is receiving support from Al Marty, president of the Sacramento Labor Council.



Al Caples, second from left, business representative of the Sacramento-Yolo Building Trades Council, is shown with representatives of organized labor at the site of the model Fairytale Town, a civic project to be built in full size in William Land Park. Caples is a member of the Board of Directors of Fairytale Town, Inc., initiated by the Junior League of Sacramento. With Caples are, left to righht, Al Georges, financial secretary of Carpenters Local 586; L. Tupper, business agent, Machinists Local 33; Al Marty, president of the Sacramento Labor Council; Frank Kinner, business representative, Machinists Local 33; D. Erickson, businessman of Modesto; Ed Smith, financial secretary of Painters Local 487; George Peterson, secretary, Hod Carriers Local 262; Clyde Bell, secretary, Plasterers Local 295, and W. W. Percy, secretary, Carpet Mechanics Local 1237.

—Labor Bulletin Photo

Sac Union - Aug. 11

Fairy Tale Town

Many of the city's prominent and influential citizens gathered at a private home last week to take a peek at a model of Fairytale Town, a wonderland for children which will be built near the zoo in William Land Park.

What they saw opened their eyes in admiration for the designers, artists, and lay people who conceived the project. It also opened their pocketbooks. In one evening, eight of the 16 models were "purchased" by civic-minded individuals and firms.

Would You Like To Take Part?

They will put up anywhere from $1,000 to $13,500 to erect "Farmer Brown's Barn," "Troll Bridge and Billy Goats Gruff," the fabled "Hickory Dickory Dock," and the cake and cookie home into which Hansel and Gretel were lured.

There will be no monetary return for those who put up the money to guarantee that Sacramento children — and other children for miles around—will have just one more place in which to spend their childhood in sublime happiness.

The money is advanced purely out of civic pride and, perhaps, with a lingering and fond look back to a childhood that can't be recaptured.

The influential and the wealthy opened their pocketbooks the other night, but the contributions will not be limited to the wealthy. Mr. and Mrs. Average Sacramento also are invited to participate in a project destined to become famous in northern California. Contributions may be sent to Fairytale Town, Inc., Room 200, City Hall.

The project is a community enterprise, initiated by the Junior League of Sacramento and backed by the City of Sacramento, by civic organizations, by business firms—and you.

TUESDAY, AUGUST 27, 1957

Fairytale Town Scale Model Will Be Shown At Fair

A scale model of the $75,000 Fairytale Town to be constructed in William Land Park will be exhibited in the Counties Building on the State Fair ground during the fair beginning Wednesday.

Directors of Fairytale Town Incorporated today reported $25,000 is needed before construction of the 16 units of the children's playland can be assured.

Personnel of McClellan Air Force Base have volunteered to contribute funds to finance one of the units.

The directors appealed to Sacramento parents to contribute 50 cents to guarantee success of the fund drive.

Contributions should be mailed to Fairytale Town Incorporated, Room 200, City Hall.

BEE

Friday, August 23, 1957

Fairytale Town Directors Seek $30,000 More In Gifts

Officials of the Fairytale Town Corporation report they still need $30,000 in voluntary contributions for the $75,000 children's playland in William Land Park.

Directors of the group who met last night in the city hall said sufficient funds have been raised to proceed with construction of 12 of the 16 units in the miniature town.

'But I want to correct an erroneous impression," Albert W. Hellenthal said, "that we have all the money that's needed."

The directors discussed an appeal to every Sacramento parent to contribute 50 cents to push the project over the top.

The city has agreed to build and maintain the two and one half acre playland if the private group can raise the necessary funds. It will be located near the clubhouse of the park golf course.

"Another false impression I want to correct," Hellenthal added, "is that Fairytale Town will chop off two holes from the present nine hole course.

"Some of the greens will be realigned but it will remain a nine hole course."

THE SACRAMENTO UNION Wednesday, Aug. 28, 1957

Our Good Customers Always Write

Dear Bill: Some months back, when the idea of Fairytale Town began, it got off on the wrong foot when it was believed that its location in William Land Park would mean taking away two holes of the golf course. You and many others, quite justifiably, took up a cudgel in defense of the course.

As you know, the plans for William Land Park have since been worked out in such a way as to put Fairytale Town across from the zoo, and the golf course, while rearranged slightly, will remain a nine hole course.

I am writing you because we are now in the midst of our campaign for donations to make Fairytale Town a reality, and find that many of the city's golf fans are still under the erroneous impression that by helping Fairytale Town they will be jeopardizing the course. We'd certainly appreciate your help, Bill, in letting them know, "It just ain't so!"

In Fairytale Town, nursery rhymes and fairytales will come to life in the form of child-sized sets. Many of them, such as "The Three Pigs," "Mary Had a Little Lamb," "Billy Goat Gruff," etc., will have live, baby animals for the children to see and pet. This is why the proximity to the zoo is important. When complete, Fairytale Town will be a very real asset to the city and will be a place of joy and wonder for children for years to come. Those interested in helping its creation may send donations to Fairytale Town, Inc., Room 200, City Hall, Sacramento.

Thanks very much for your help, Bill. Cordially,

ALBERT W. HELLENTHAL,
Board of Directors, Fairytale Town, Inc.

BEE

Tuesday, August 27, 1957

FROM A FAIRY TALE — Jim Mangan and Mrs. Gene Hutton complete the erection of a scale model of Sacramento's proposed Fairytale Town. The model is in the Counties Building on the State Fair ground. Story and another fair picture on page A1.

The Sacramento Union
Tuesday, August 27, 1957

'Fairy Town' Model Display

Models of the 16 units or sets to make up the proposed Fairytale Town in Land Park will be on display in the Counties Building at the State Fair, which opens tomorrow.

Directors of Fairytale Town, Inc., yesterday announced that $25,000 is still needed to assure construction of the playland for children. They asked each Sacramento area family to contribute 50 cents to the project.

Al Hellenthal, publicity director for the fund drive, said overall plans for development of Land Park have now been changed to permit the full nine-hole golf course to remain. Earlier it had been believed that the course would have to be shortened.

Hellenthal said that contributions should be mailed to Fairytale Town, Inc., Room 200, City Hall.

City Displays Fairy Tale Town In Replica

A special exhibit at this year's State Fair is sure to catch the eye of every youngster and is just as sure to be an attraction to their parents.

It is a miniature reproduction of Fairytale Town, the complete children's playground to be built in William Land Park in Sacramento under the sponsorship of the junior league and in cooperation with the Sacramento City Recreation Department.

The mockup, which can be seen on the north end of the mezzanine in the Counties Building, is complete in every respect with all the wonderful fairytale fixtures that will be built in the park for the youngsters.

To be seen are Cinderella's pumpkin coach, a pirate ship, Farmer Brown's barn, Hiawatha's teepee, the Three Little Pigs, King Arthur's castle and many more.

Fairy Town In Miniature

Fairytale Town, the proposed children's playland for Sacramento, is previewed at the Fair.

A mock-up display typical of the type to be seen at Fairytale Town is exhibited on the mezzanine of the Counties Building. It was constructed by the Sacramento Recreation Department.

In the proposed Fairytale Town, children will have the opportunity to pretend and make believe in fanciful settings illustrating such tales as Hiawatha, The Three Little Pigs, The Tortoise and the Hare, Farmer Brown's Barn, and many more.

FRIDAY, SEPTEMBER 13, 19

Fairytale Town Backers Will Report Pledges

Representatives of Fairytale Town, Inc., are scheduled to appear before the city council tonight to present the cash and pledges received through public subscription for the development of Fairytale Town near the present golf clubhouse in William Land Park.

Reg Renfree, city director of recreation and parks, said that once the presentation is made he will recommend that the council give his department the go ahead to prepare detailed plans for the recreational development on a two and half acre site.

The council already has agreed for the recreation department to maintain the project once it has been completed. The cost of constructing the amusement zone for children has been estimated at $75,000.

The amount of cash and pledges obtained by the Fairytale Town sponsors will not be disclosed until the representatives make their appearance before the council.

Land Park Hearing Is Set For Sept. 26

A public hearing on the proposed master plan for William Land Park will be held by the city council on September 26th instead of on September 12th as was erroneously reported yesterday by The Bee.

R. G. Renfree, city director parks and recreation, said his department will recommend acceptance of the plan.

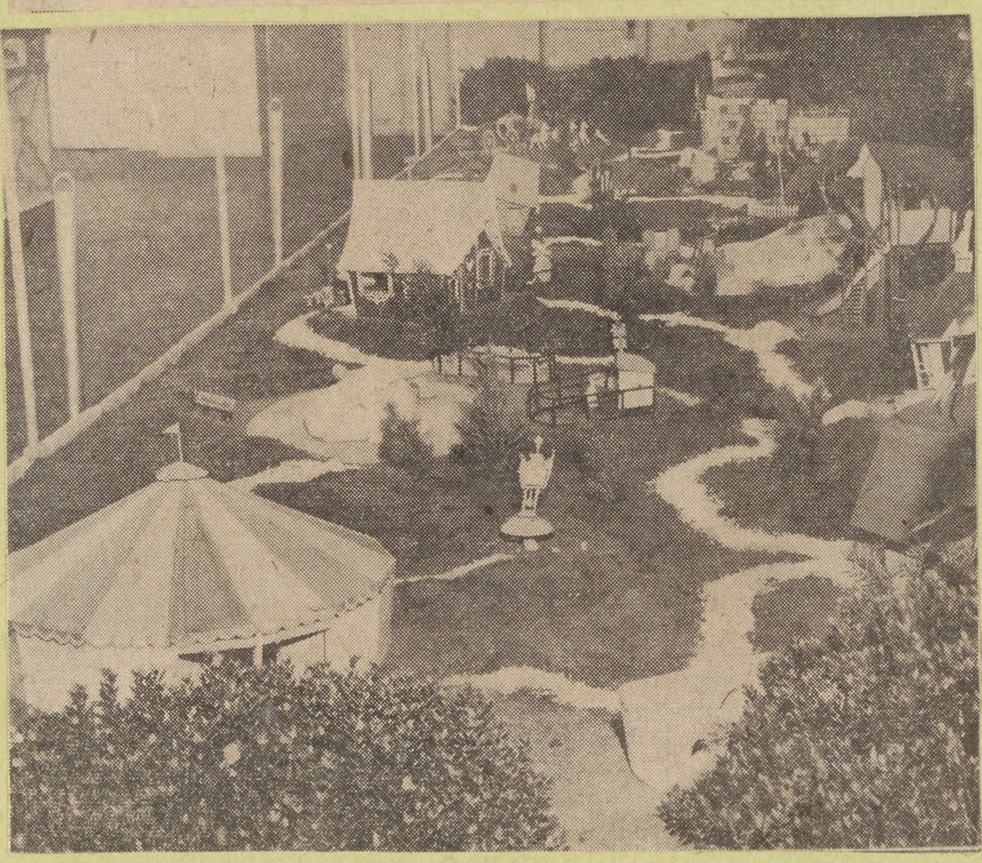
Included in the proposal, among other improvements, are plans for expansion of the zoo, establishment of Fairytale Town and realignment of the golf course.

The basic changes have been approved in principle by the council.

BEE

eptember 4, 1957

FAIR ATTRACTIONS This scale model of Fairytale Town, a children's development planned for William Land Park, is proving to be a popular attraction at the California State Fair and Exposition. The model is on the mezzanine of the Counties Building.



ANY "JACK"
LARGE ENOUGH TO JUMP
OVER THIS CANDLESTICK IS A
GIANT AND MUST LEAVE
FAIRYTALE TOWN
AT ONCE!

THE SACRAMENTO UNION Friday, October 4, 1957

Land Park Plans OKd

CITY Council last night put a formal stamp of approval on a master plan for Land Park which will double the size of the zoo and establish a Fairytale Town for children.

The vote climaxed a two-year effort to expand facilities, and came without opposition. Numerous hearings had been held on the project in past months.

It will:

1—Provide for a new clubhouse for the nine-hole golf course, which will be shortened.

2—Permit construction of Fairytale Town at site of the present clubhouse, with both the clubhouse and Fairytale Town projects expected to be included by next summer.

3—Exclude the archery range, which will be moved to another location.

4—Realign roads through the park to facilitate traffic and provide room for zoo expansion. The present road north of the zoo will be closed and made into a zoo pramenade. A cul de sac for vehicle turning will be provided immediately south of Holy Spirit Catholic School.

5—Provide for establishment of softball diamonds in the area now occupied by the ninth hole of the golf course and part of the area occupied by the first hole.

6—Include a new parking lot northwest of the present lot, to serve both the new clubhouse and Fairytale Town.

The park panhandle was to have included an area for senior citizens, but the project was removed from the master plan some time ago to permit further study of facilities for senior citizens by a citywide committee on parks, playgrounds, and recreation.

The long drive for a master plan reached a climax only after considerable debate in which, at one point, it was proposed to eliminate several holes of the golf course.

The proposal aroused a storm of protest and was solved by shortening several holes and changing the scheme so that the course will retain its identity as a full nine-hole layout.

Many citizens had asked that the zoo be moved to another site out of Land Park.

Prior to adoption of the master plan Councilman Seymour, chairman of the committee on parks and recreation, pointed out that the project had been given careful consideration.

He said enlargement of the zoo was more practical than moving it, a step which he estimated would cost more than $1,000,000. He said objections had been found to proposed moves to Miller Park and the State Fairgrounds, both of which were proposed by Land Park area residents.

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16 THE SACRAMENTO UNION Tuesday, October 22, 1957

Letters to the Editor

Fairytale Town

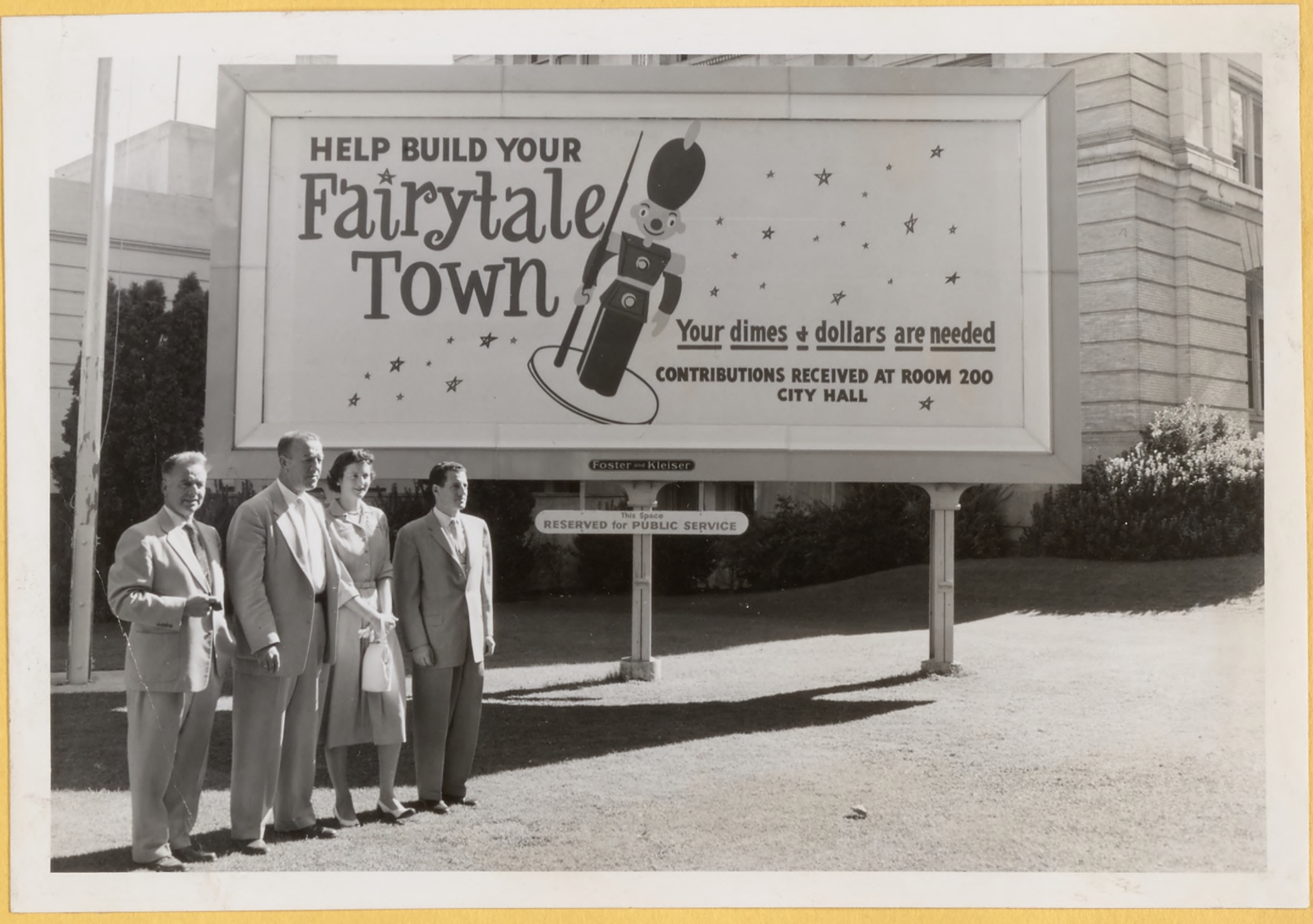
On behalf of the board of directors of Fairytale Town, Inc., I wish to express a very sincere thanks and appreciation for the wonderful co-operation of your staff and the space afforded by your paper in publicizing our project.

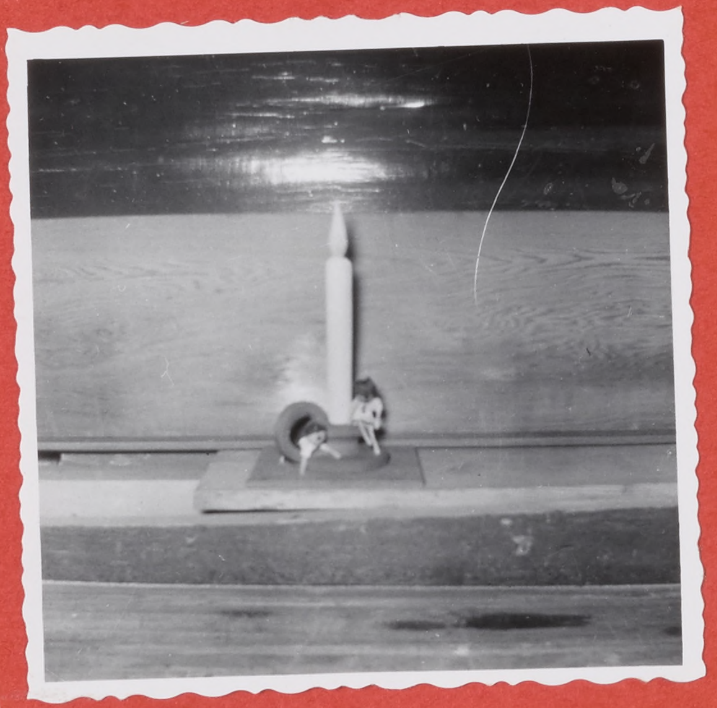
You might be interested to know that sufficient funds have now been raised to assure success of the project. However, we are hopeful that additional contributions will continue so that the complete 16 sets in the original planning will be able to be constructed in time for use next summer.

This, without doubt, will be one of the most entertaining and educational facilities of our city recreation program. Many thousands of children will not only enjoy their visits to this make-believe land, but the programs planned will be of educational nature and will add much to the cultural life of our community.

While out campaign for funds is not continuing at this time, we would encourage all requests for information coming to your attention being forwarded to us, as we are very hopeful of acquiring the full amount needed before the end of this year.

MRS. DON REID,
President, Fairytale Town, Inc.


HELP BUILD YOUR
Fairytale Town
Your dimes + dollars are needed
CONTRIBUTIONS RECEIVED AT ROOM 200 CITY HALL
Foster and Kleiser
This Space RESERVED for PUBLIC SERVICE

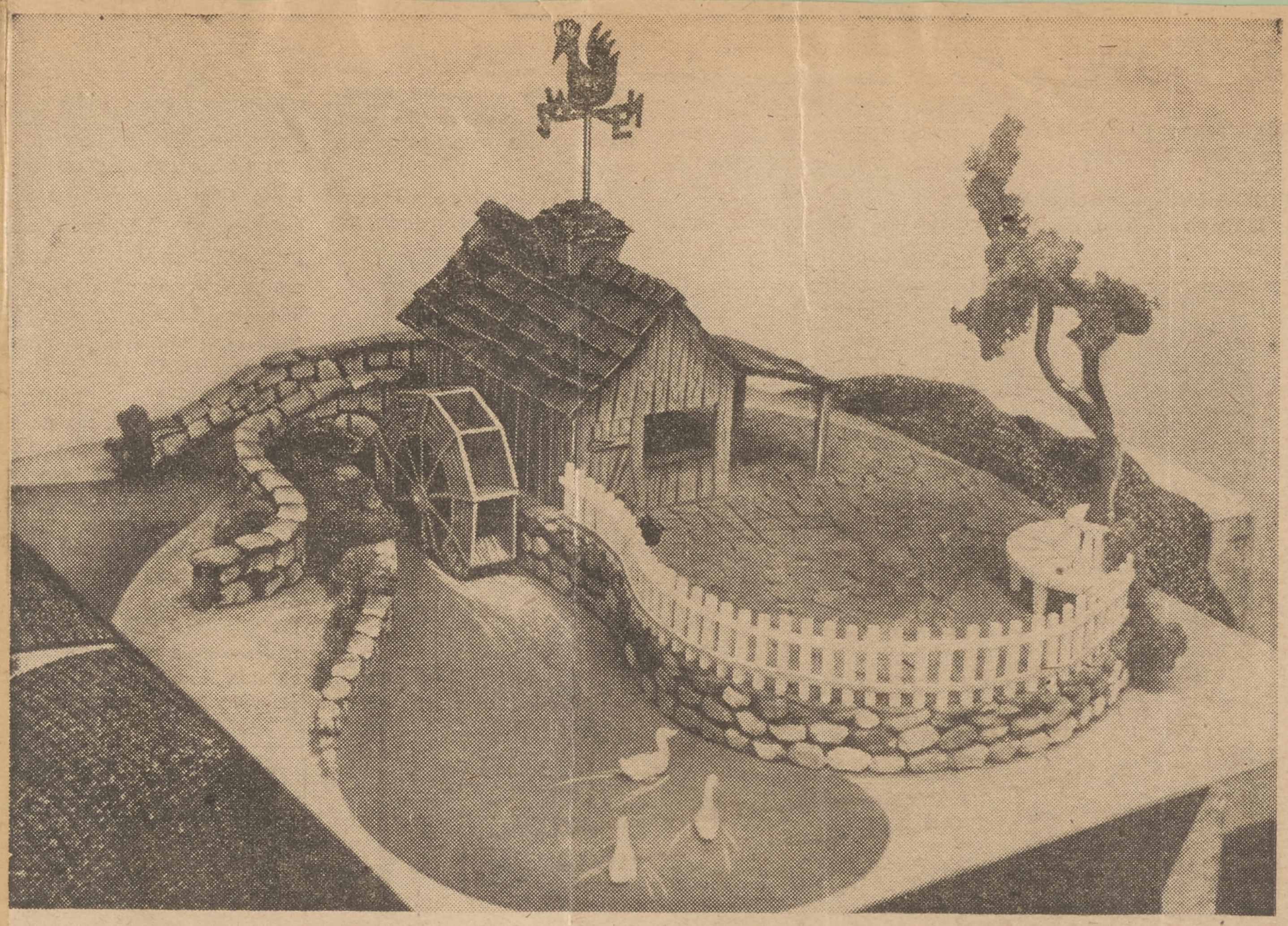


HAVE YOUR CAKE AND EAT IT TOO

Here is an opportunity to help Fairyland while helping yourself. Mrs. Ike Bell has offered to bake cakes to order for $5.00 (tax deductable) and then will donate the money to Fairyland. She decorates them beautifully — even to coordinating the color scheme with the coloring of the birthday child. A doll is put in the center for girls and a cowboy for boys. What an opportunity for any of us with birthdays coming up! Ask Beth Grebitus or Marge Reid about how good they are. Call Mrs. Bell at GL 1-0173 and place your order.

Mrs. Ike Bell has found a unique way of helping with Fairy Tale Town. She will bake birthday cakes, decorate them completely, (with little dolls or with cowboys and Indians)....all for $5.00 each. The best part is that she will donate all of the $5.00 to Fairy Tale Town....it's her way of helping out. The next time you have a birthday coming up, please remember to call her: GL 1-0173. Her address is 2141- 34th Street. It's nice of her to want to help--and we can help her help.

WORCESTER SUNDAY TELEGRAM, NOV. 17, 1957



OLD MILL, scaled just right for children, is example of one of 16 sets in Fairy Tale Town, designed by a Worcester County artist. Miniature town is being developed by Junior League as gift to Sacramento, Calif.

FAIRY TALE TOWN

Former Grafton woman has designed children's playhouses for West Coast park

By MARGARET PARSONS

THIS IS a sort of coast-to-coast story about an artist who lived in Grafton until she was 10, was married at her parents' home which was then in Oxford, now lives in California, came east this summer to Grafton, then spent a month in North Eastham and a fortnight in Maine.

While on the Cape she worked continually on a series of models for a unique Fairy Tale Town to be built in Sacramento. Every other week she shipped a model west to California's capital, where they are now being exhibited. From these models, 16 sets will be made on a 12-to-1 scale ready for the Fairy Tale Town opening in 1958.

The artist is Georgianna Greene Else, daughter of Mr. and Mrs. William Allen Greene of 14 North St., Grafton. Her husband, Robert Else, is associate professor of art at Sacramento State College.

It was a busy summer for the whole family, whose idea of a good time is plenty of leisure to do the work they love to do. When we saw them at the Cape, 14-year-old Jonathan was putting the finishing touches on a really handsome model sailboat he had been making. Else, who comes from Pennsylvania and was having his first experience on the Cape, found it a rich place for subjects and had completed enough water-color paintings for a one-man show on his return to Sacramento.

Pre-school age Susan is a bit young for exhibition pieces, but her favorite plays are along creative lines and with an empty carton she can fashion rooms and houses and all sorts of things for her make-believe life. She is also supplying audience reaction, besides a few suggestions of her own, for a story her mother is spinning for her, which may eventually turn into a book. It was a wonderful chance for a try-out on the long motor trek from coast to coast when the miles seemed too many and too long for a little girl.

AS FOR Mrs. Else, she was having the fascinating experience of trying a new medium of art. We had known her best as a sculptor (her work has been exhibited in the Worcester Art Museum). When she heard of the competition for the Fairy Tale designers, though it meant a new line of work for her, she entered and won. All June and July she worked at her temporary Cape home, for models had to be crated and shipped regularly.

While we were there, she had a most suitable job for the location, for she was making the pirate ship. The models are made of balsa wood and are exquisite in themselves. But one must think of them enlarged on the foot to an inch scale, so that a foot-high model comes out 12 feet tall.

After the model is done, it must be painted, and the pirate ship was a truly gorgeous affair, suitable background to a Long John Silver.

Mrs. Else painted it a reddish brown, with vermilion and gold trim, Delf blue sails, with mast and floor of oak. It is a full rigged ship, with three square sails and a skull-and-crossbones flag. Son Jonathan, who has made quite a study of ships, checks on every line in the rigging to see it is just right.

Most important in the eyes of the children who will play on it is the gangplank, for they will walk the plank and jump off. One of the unique features of this fantastic playground is that the sets will not only be something for the children to look at, but Mrs. Else insists that each one furnishes some sort of play-activity for them.

FAIRY TALE TOWN will be in a shaded area of 2½ acres near the zoo in William Land Park, Sacramento. The project was developed by the Junior League, which has secured for it the support not only of the city council, but of many service clubs and civic organizations, each one of which is urged to donate one of the 16 sets as its contribution. A board of directors was formed last year by a group of local citizens and a non-profit organization is promoting and building Fairy Tale Town as a gift to the city.

The children will enter not by a toll bridge, but by a troll bridge, built on a miniature scale. Many real animals are to be found in Fairy Tale Town.

Let's tour the town, starting out with the most loved fairy tale of them all, Cinderella. Here the children can sit within the Pumpkin coach, which bounces up and down. They can ride merry-go-round horses, or they can sit in dignified austerity, arms crossed as footman in back, or in make-believe drive the spirited horses from the coachman's seat.

At The Crooked Mile you may ask: "But where's the crooked man?" Mrs. Else's answer is that each child who plays there is the crooked man. There's his crooked house, and each crooked man can walk the "crooked mile" for him-

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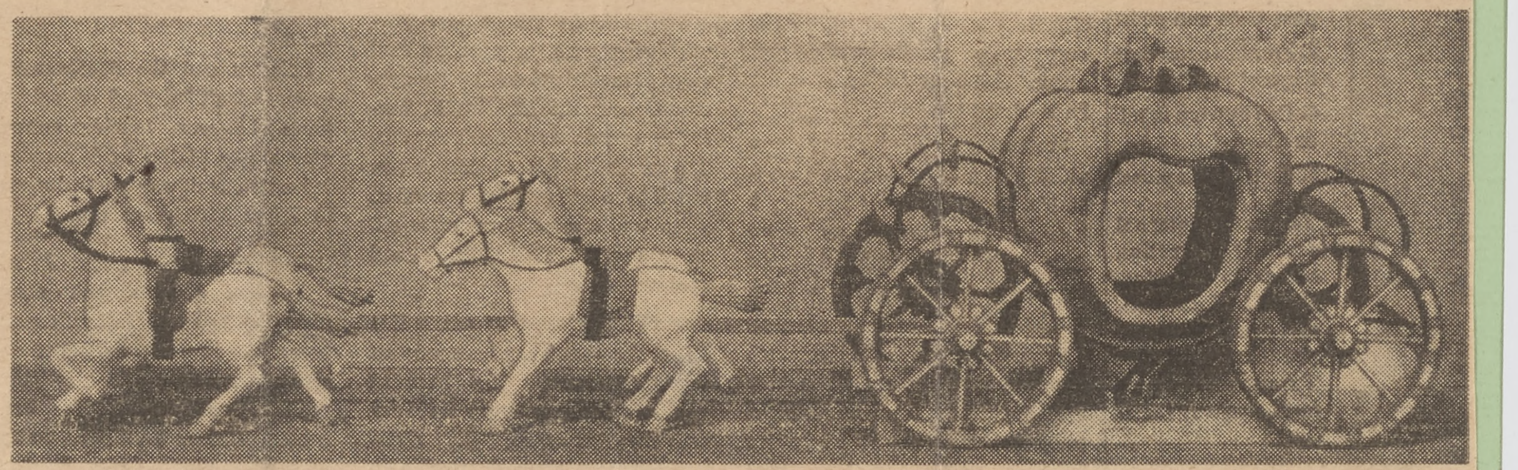


PUMPKIN COACH out of Cinderella is delight to youngsters in Fairy Tale Town. The children can sit in the coach to their heart's content. But there's a difference—the stroke of 12 means nothing here.

FAIRY TALE TOWN

Continued from preceding page

self. It is a sort of maze within walls which go up and down and in and around.

Mrs. Else says The Crooked Mile and the Tree House are her favorites. The Tree House is the owl's house from Winnie The Pooh (A. A. Milne). It is being built around an actual tree. The children will climb the steep stairs, go through the house, and slide down the curved slide on the other side. Any child would love it.

What's this giant sized cheese standing alone? Of course, after the farmer takes his wife — "hi, ho, the derrio"—and the rest of the family, who have taking ways, each takes the next one, the inanimate cheese stands alone. It seems to be a wedge of Swiss cheese and the tunnels which make the holes invite the children to climb through.

Hansel and Gretel's House will appeal to any child who likes a playhouse — and who does not? It is decorated with forest animals and the suggestion of frosting will probably make some youngsters try licking to see if it will come off. The designs have a sort of slap-dash air as though done by a child himself. Inside are little beds, a peasant table, little furniture to delight little people.

QUITE A different kind of a home is Hiawatha's Tent, the pointed tepee, which the children can enter and explore for themselves, imagining just how the Indian children used to live in such a strange abode. Over the fence they will see little animals of the forest.

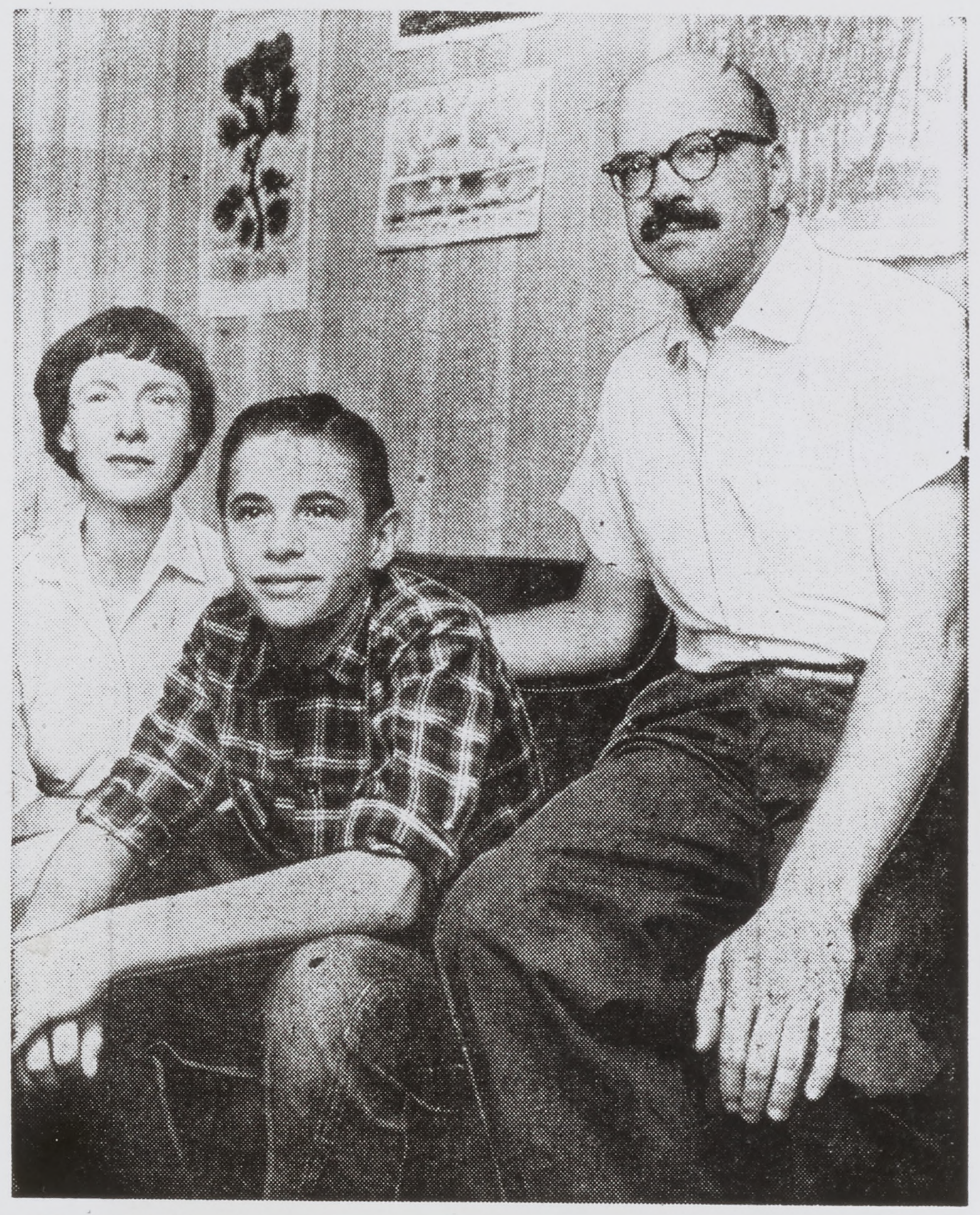
The Old Mill with its water wheel, is built on two levels like the Troll House, so the window is the right height for children. This will be the concession house. Ducks will swim on the pond made by the water below the wheel.

There's to be a big round circus tent with a many colored roof, for each section is painted a different color.

In this open air theater, there will be story hours and puppet shows and children's plays.

King Arthur's Castle is the party house, where three parties a day can be given. A place for your party can be engaged for the afternoon of a youngster's birthday, and there he can take invited guests, with paper caps, ice cream and particularly that birthday cake.

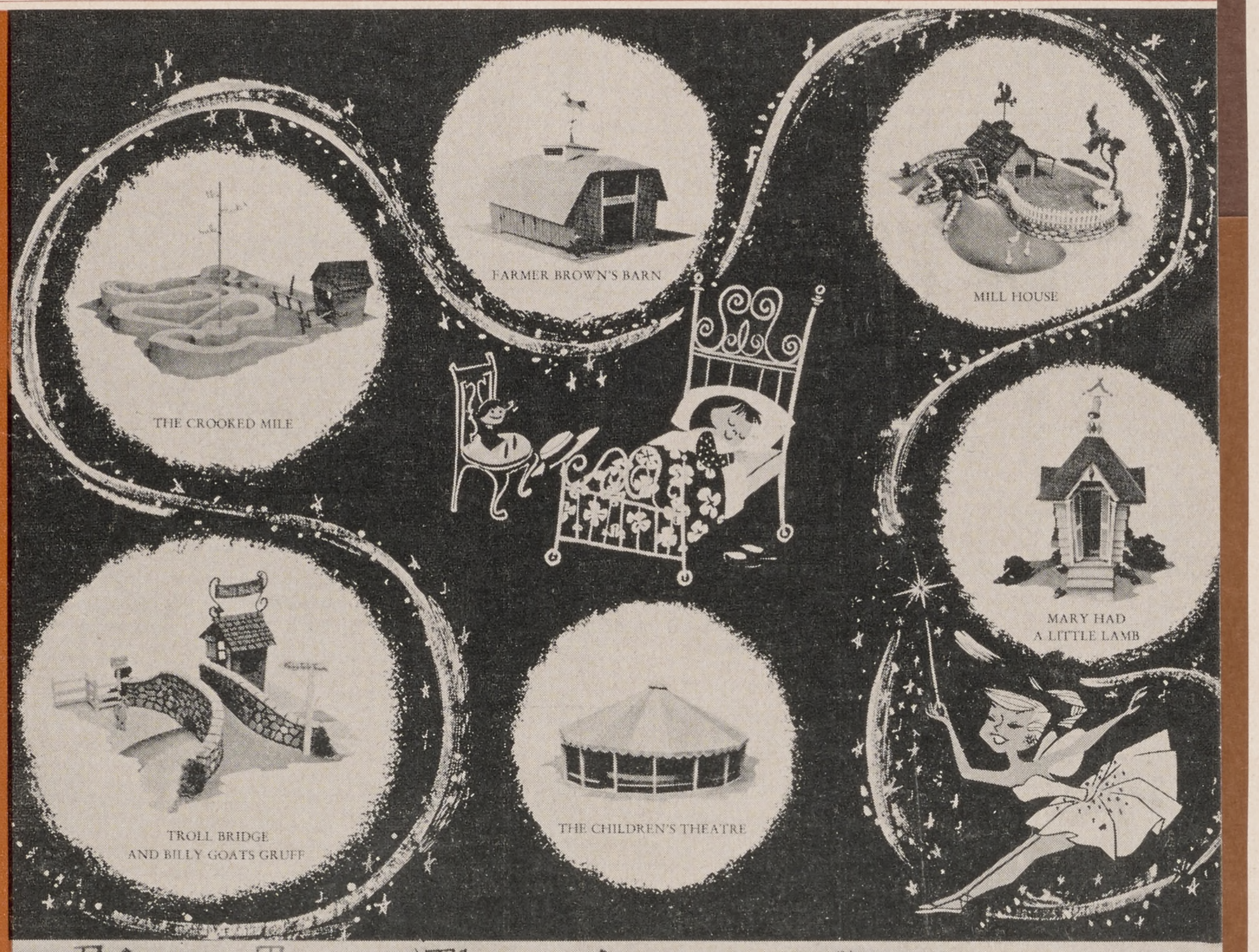
In fact, to many of the Sacramento children and others who, we imagine, will come from far and wide, a visit to Fairy Tale Town, where favorite stories come alive, will be a red letter day even if it is not one's birthday. Here Georgianna Else with the vision and skill of an artist, is designing a playground where children can combine outdoor play with imaginative delight.



MR. AND MRS. Else and their son, Jonathan, at her parents' home in Grafton. On the wall behind them is an impromptu exhibit of his Cape Cod painting.

THE SACRAMENTO CITY EMPLOYEE

Volume Nine SACRAMENTO, CALIFORNIA, OCTOBER, 1957 Number Ten



Fairytale Town... "The happiest place in Sacramento"

A Paradise for Your Child

. . . And Mine

Sacramento's Fairytale Town

By R. G. RENFREE, Director of Recreation and Parks

After two and one-half years of planning, Sacramento's Fairytale Town now appears to be a reality. This project started in April 1955 when a committee of the Sacramento Junior League appeared before the City Council and asked if the city would provide space and take over the supervision and maintenance of such a project if the Junior League provided sufficient funds for the complete initial cost. The council agreed to accept this proposal and designated a two and one-half acre area in William Land Park as the site.

Interest of the Junior League members in such a facility was aroused by visits to Oakland's famed Fairyland and Stockton's Pixie Woods. There they saw thousands of children being entertained in an atmosphere of well known fairytales and fables familiar to all age groups. These energetic, civic minded ladies made up their minds that such a valuable recreational activity should be available to Sacramento children and they set out to bring it about.

Desirous of establishing the best project possible, the Junior League formed a citizens' committee and then proceeded to incorporate as a non-profit organization known as Fairytale Town, Incorporated. The services of a professional artist were employed to design and construct scale models so that the citizens of the community could see in minature just what the project would be.

The first artist employed was a Mr. William Everet, a resident of Miami Beach, Florida and the designer of the Oakland Fairyland. After much delay in getting models from Mr. Everet's Florida residence, only four completed in one year, his services were terminated and a new artist was employed. This was a local person, Mrs. Georgianna Else, who designed the balance of the total of sixteen sets. She has been assisted in the model construction by Mr. Richard Mier who has also designed and constructed many of the smaller sets such as seats, trash cans and light standards.

The major sets are so designed as to depict a fairytale and to provide a means for the children to participate in some manner. All of the actual sets will be constructed at the children's level and while adults will be welcome in the area they will find it necessary to adjust themselves to child size facilities.

The sixteen sets designed for the initial construction include the Troll Bridge, King Arthur's Castle, Farmer Brown's Barn, Pirate Ship, The Crooked Mile, Owl's House, Hiawatha's Tepee, The Cheese Stands Alone, Three Little Pigs, Hickory Dickory Dock, Tortoise and the Hare, Hansel and Gretel, Mary Had A Little Lamb, Cinderella's Pumpkin Coach, Children's Theater, Mill House and many smaller items such as toy soldiers serving as trash disposal units, giraffe light standards and toadstools as seats.

As an entrance to the project the children will enter over the Troll Bridge where a nominal admission fee will be charged. Here the story of the Three Billy Goats Gruff will prevail and the three goats will actually be in existence with the mean old Troll collecting the admission fee. It has tentatively been determined that the admission will be 10 cents for children and 15 cents for adults. After payment of this fee there will not be any further charges for participation in the activities except for the usual charge for hot dogs, soda, popcorn, etc.

King Arthur's Castle will be the area for birthday parties. Here the children will sit around the well-known Round Table and the honored child having the birthday will occupy the seat of King Arthur's Throne. This area will be available by reservation, without charge, except for such ice cream and cake that may be ordered from a concessionairre.

Farmer Brown's Barn will house two milk cows and at regularly scheduled periods of the day the children may ob-

(Continued on Page 8)

FAIRYTALE TOWN

(Continued from Page 3)

serve the milking procedure and if they desire will be able to personally milk the cows. To enter this barn the children will go through the usual front door and then may proceed upstairs to the hay loft where minor play apparatus will be installed for their use. Exit from the loft area will be by way of a slide that comes out of the loft window.

The Little Red Schoolhouse will provide the setting for Mary Had A Little Lamb. Baby lambs will be in the area at all times of the year they are available and the children will be permitted to enter the enclosed area and play with these baby animals. At regular feeding times milk will be provided in bottles and the feeding will be done by the children. The same setup will occur in the Three Little Pigs set except, of couruse, baby pigs being in existence.

The Crooked Mile will be a cement walk constructed in a very crooked manner with the crooked house and crooked cat located at the end of the walk. Here the child may well pretend that he is the crooked man as he traverses this walkway that will appeal to every small boy and girls as a balancing activity.

Winnie the Poo stories set the stage for the Owl's House. Located in a tree it will be necessary to climb the steps into the tree house where the owls will be caged. Coming down from the tree will provide the attraction as a circular slide will be available and uodoubtedly this will be one of the most popular sets in the area.

The Cheese Stands Alone will be a six foot high cement cheese with holes through the middle that will be large enough for the children to climb through. A smooth finish will make it possible for climing over or going through the holes. Other climbing units will be the Tortoise and Hare set. While live turtles and rabbits will be in open pens, a large cement model of each will be placed where that desire of a child to climb over and under can readily be fulfilled.

Hiawatha's Tepee will be the location for the small deer and the beaver pond. Entering the tepee the children can make believe they are in a forest area and may observe the beavers at work and play with the deer. The Pumpkin Coach with its merry-go-round horses wil lalso provide another make believe setting and many a Cinderella will exist as the children sit in the coach or climb on the horses.

To provide atmosphere and a setting for sets where some water is necessary, a small running stream will be developed through the area. Keeping the water moving will be the Old Mill House which will also house the concession stand. A large water wheel operated by th ecirculation pump will provide the water movement and in this setting the concession will offer for sale the usual refreshments for children.

Located on this stream will be the Pirate Ship. Screened cages will house a number of colorful parrots and other birds and while the children board the ship by way of the gang plank they can also make their exit by "walking the plank" jumping off into a sand or sawdust pit. The time of day will always be available at Hickory Dickory Dock where live mice running "Up and Down the Clock" will provide the attraction for the children while mother and father see how much time is left before dinner.

Regularly scheduled shows will be provided in the Children's Theater. Seating will be arranged for children only and while the adults may watch the shows it will be necessary for them to stand on the outside. Various types of shows will be presented daily without charge.

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SACRAMENTO'S FAIRYTALE TOWN

By R. G. RENFREE, Director
Recreation and Park Department
1957

After two and one-half years of planning, Sacramento's Fairytale Town now appears to be a reality. This project started in April 1955 when a committee of the Sacramento Junior League appeared before the City Council and asked if the city would provide space and take over the supervision and maintenance of such a project if the Junior League provided sufficient funds for the complete initial cost. The Council agreed to accept this proposal and designated a two and one-half acre area in William Land Park as the site.

Interest of the Junior League members in such a facility was aroused by visits to Oakland's famed Fairyland and Stockton's Pixie Woods. There they saw thousands of children being entertained in an atmosphere of well known fairytales and fables familiar to all age groups. These energetic, civic minded ladies made up their minds that such a valuable recreational activity should be available to Sacramento children and they set out to bring it about.

Desirous of establishing the best project possible, the Junior League formed a citizens' committee and then proceeded to incorporate as a non-profit organization known as Fairytale Town, Incorporated. The services of a professional artist were employed to design and construct scale models so that the citizens of the community could see in minature just what the project would be.

The first artist employed was a Mr. William Everet, a resident of Miami Beach, Florida and the designer of the Oakland Fairyland. After much delay in getting models from Mr. Everet's Florida residence, only four completed in one year, his services were terminated and a new artist was employed. This was a local person, Mrs. Georgianna Else, who designed the balance of the total of sixteen sets. She has been assisted in the model construction by Mr. Richard Mier who has also designed and constructed many of the smaller sets such as seats, trash cans and light standards.

The major sets are so designed as to depict a fairytale and to provide a means for the children to participate in some manner. All of the actual sets will be constructed at the children's level and while adults will be welcome in the area they will find it necessary to adjust themselves to child size facilities.

The sixteen sets designed for the initial construction include the Troll Bridge, King Arthur's Castle, Farmer Brown's Barn, Pirate Ship, The Crooked Mile, Owl's House, Hiawatha's Tepee, The Cheese Stands Alone, Three Little Pigs, Hickory Dickory Dock, Tortoise and the Hare, Hansel and Gretel, Mary had a Little Lamb, Cinderella's Pumpkin Coach, Children's Theater, Mill House and

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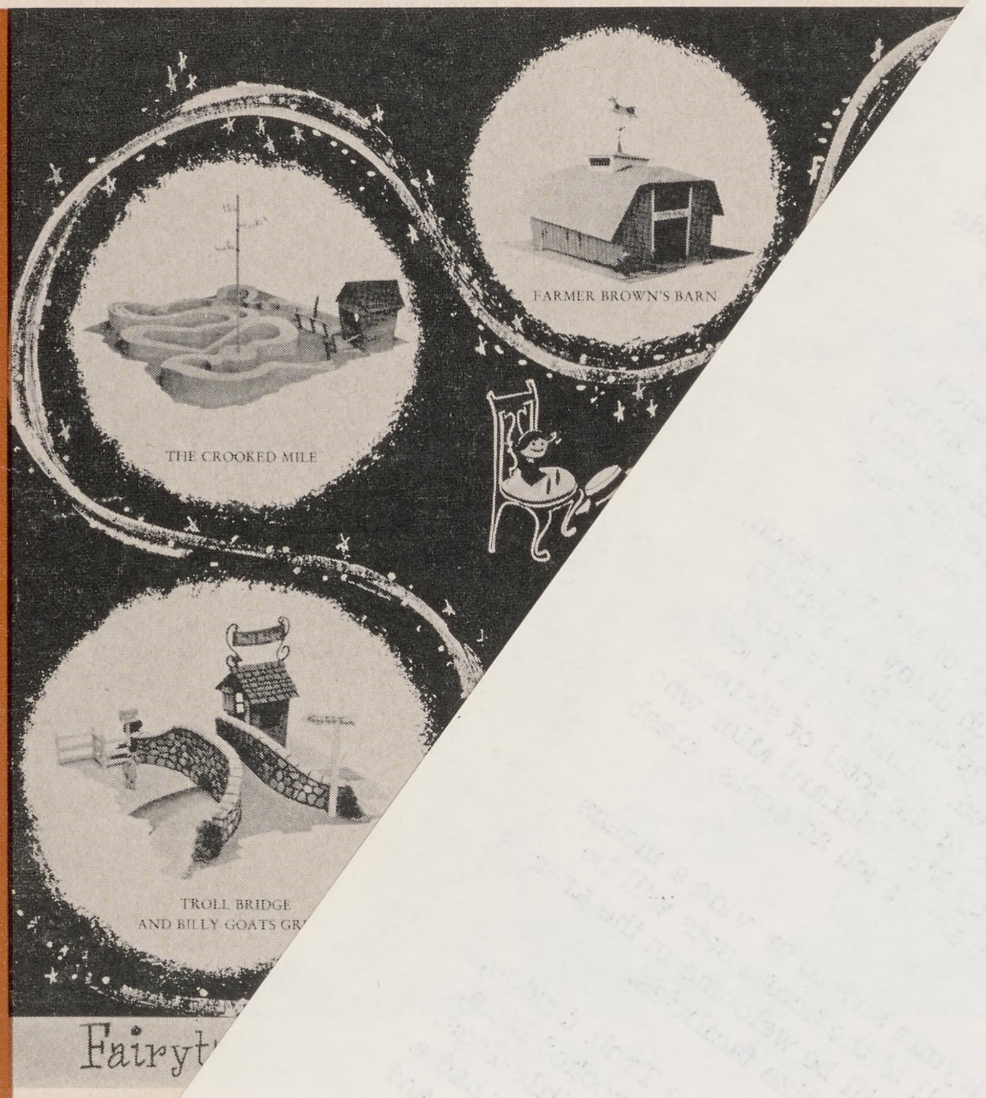

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Farmer Brown's Barn will house two milk cows and at regularly scheduled periods of the day the children may observe the milking procedure and if they desire will be able to personally milk the cows. To enter this barn the children will go through the usual front door and then may proceed upstairs to the hay loft where minor play apparatus will be installed for their use. Exit from the loft area will be by way of a slide that comes out of the loft window.

The Little Red Schoolhouse will provide the setting for Mary Had a Little Lamb. Baby lambs will be in the area at all times of the year they are available and the children will be permitted to enter the enclosed area and play with these baby animals. At regular feeding times milk will be provided in bottles and the feeding will be done by the children. The same setup will occur in the Three Little Pigs set except, of course, baby pigs being in existence.

The Crooked Mile will be a cement walk constructed in a very crooked manner with the crooked house and crooked cat located at the end of the walk. Here the child may well pretend that he is the crooked man as he traverses this walkway that will appeal to every small boy and girls as a balancing activity.

Winnie the Poo stories set the stage for the Owl's House. Located in a tree it will be necessary to climb the steps into the tree house where the owls will be caged. Coming down from the tree will provide the attraction as a circular slide will be available and undoubtedly this will be one of the most popular sets in the area.

The Cheese Stands Alone will be a six foot high cement cheese with holes through the middle that will be large enough for the children to climb through. A smooth finish will make it possible for climbing over or going through the holes. Other climbing units will be the Tortoise and Hare set. While live turtles and rabbits will be in open pens, a large cement model of each will be placed where that desire of a child to climb over and under can readily be fulfilled.

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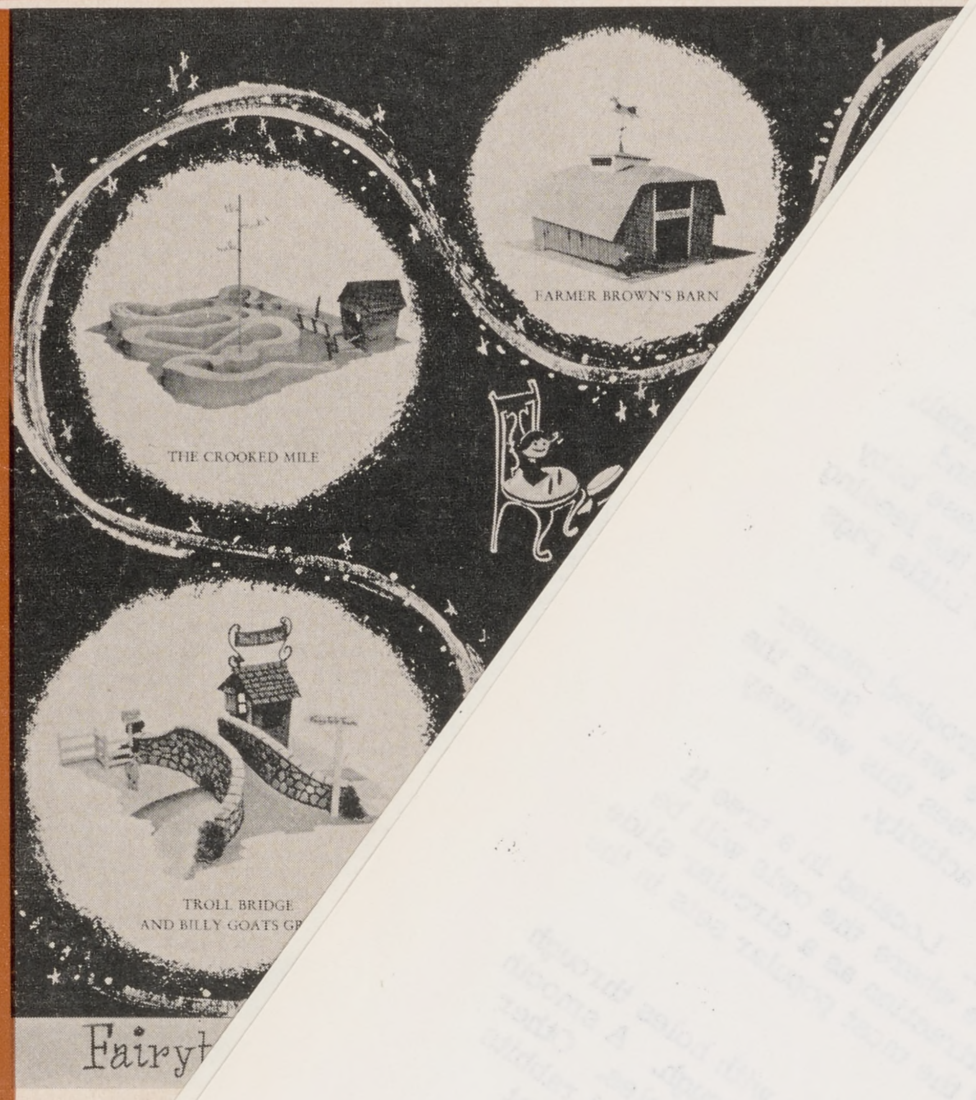

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Hiawatha's Tepee will be the location for the small deer and the beaver pond. Entering the tepee the children can make believe they are in a forest area and may observe the beavers at work and play with the deer. The Pumpkin Coach with its merry-go-round horses will also provide another make believe setting and many a Cinderella will exist as the children sit in the coach or climb on the horses.

To provide atmosphere and a setting for sets where some water is necessary, a small running stream will be developed through the area. Keeping the water moving will be the Old Mill House which will also house the concession stand. A large water wheel operated by the circulation pump will provide the water movement and in this setting the concession will offer for sale the usual refreshments for children.

Located on this stream will be the Pirate Ship. Screened cages will house a number of colorful parrots and other birds and while the children board the ship by way of the gang plank they can also make their exit by "walking the plank" jumping off into a sand or sawdust pit. The time of day will always be available at Hickory Dickory Dock where live mice running "Up and Down the Clock" will provide the attraction for the children while mother and father see how much time is left before dinner.

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The foregoing information was developed prior to the construction of the Fairytale Town project as a publicity release in a local magazine in conjunction with the fund raising campaign. Fairytale Town was opened for operation on August 29, 1959 and during the first three months of operation approximately 180,000 visitors enjoyed the use of the facilities. While the completed project ultimately cost in excess of $100,000.00, the total amount was raised by public contributions and the balance of the payments will be made out of revenue produced from admissions and the percentage paid by the concessionaire operating in the area. It is estimated that the annual revenue developed from both admissions and concessions will be approximately $100,000.00. By formal resolution, the Sacramento City Council has directed that all funds accumulated as surplus after all operating expenses are paid will be used solely for development of additional sets and continued improvements in the Fairytale Town area.

If any further information is desired, it can be secured by contacting the Recreation and Park Department, Room 200, City Hall, Sacramento, California.

Union

THURSDAY MORNING, JANUARY 23, 1958

Fairy Town Ordered to Materialize

City Council last night authorized City Recreation and Parks Director Renfree to proceed with construction of Fairy Tale Town, without calling for bids.

Renfree estimated the total project of 16 buildings would cost about $70,000.

The recreation director said a "serious problem" developed in trying to obtain cost estimates

More Council News on Page 11.

from contractors because of the nature of the "small, lopsided" buildings to be constructed in this children's entertainment project.

Councilman Wood said that a group of seven builders working jointly on a swimming pool and youth center for the YMCA, 21st and W Street, provided a cost estimate $30,000 lower than the architects' estimate and he suggested Renfree be authorized to have the job done by this group.

WOOD SAID the contractors were able to save money on the YMCA project by pooling their resources, and by utilizing men who otherwise would be idle.

Philip Mering, a member of the board of Fairy Tale Town, Inc., reported to councilmen that the corporation has raised $57,802.87 to date, and he said he is "confident that in the near future the balance will be raised."

Allan Thomas, corporation treasurer, said about $38,000 of the amount is in the form of gifts and donations, and about $19,000 in pledges by "substantial" citizens and businessmen.

HE HANDED Council a $30,000 check, which he said represented the cash, less expenses so far.

Mayor Azevedo commented that Sacramento "is fortunate to have a group of citizens so interested in the city." The local Junior League has been a prime mover in the fund-raising effort.

City Manager Ka[illegible]naugh pointed out that before work could begin the golf course in Land Park, where the project is to be built, will have to be altered somewhat and the golf clubhouse will have to be moved.

Renfree said the new course will be ready within two months, but he said he doesn't know when the clubhouse will be relocated.

SAC. BEE JAN. 22 '58

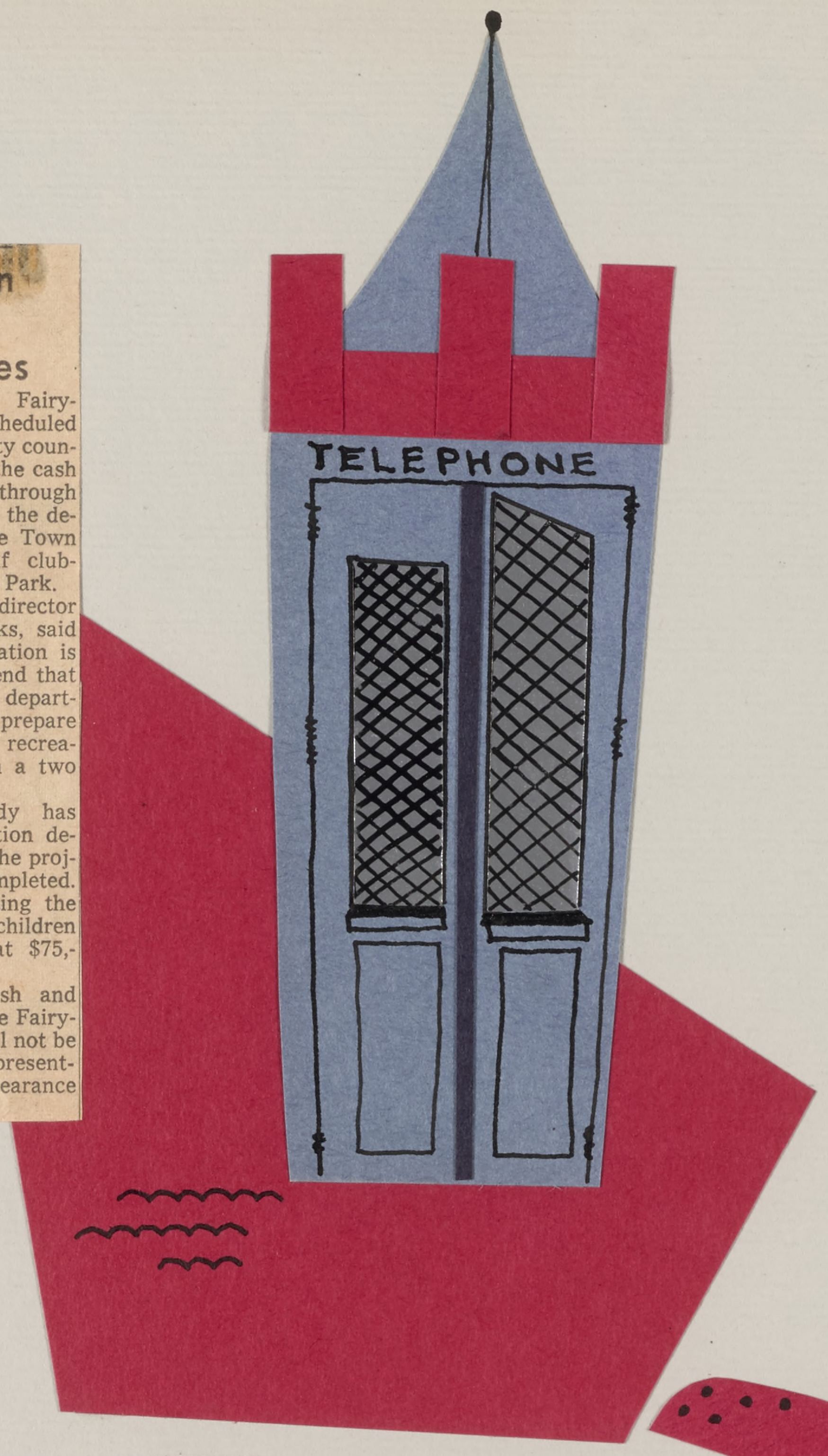
Fairytale Town Backers Will Report Pledges

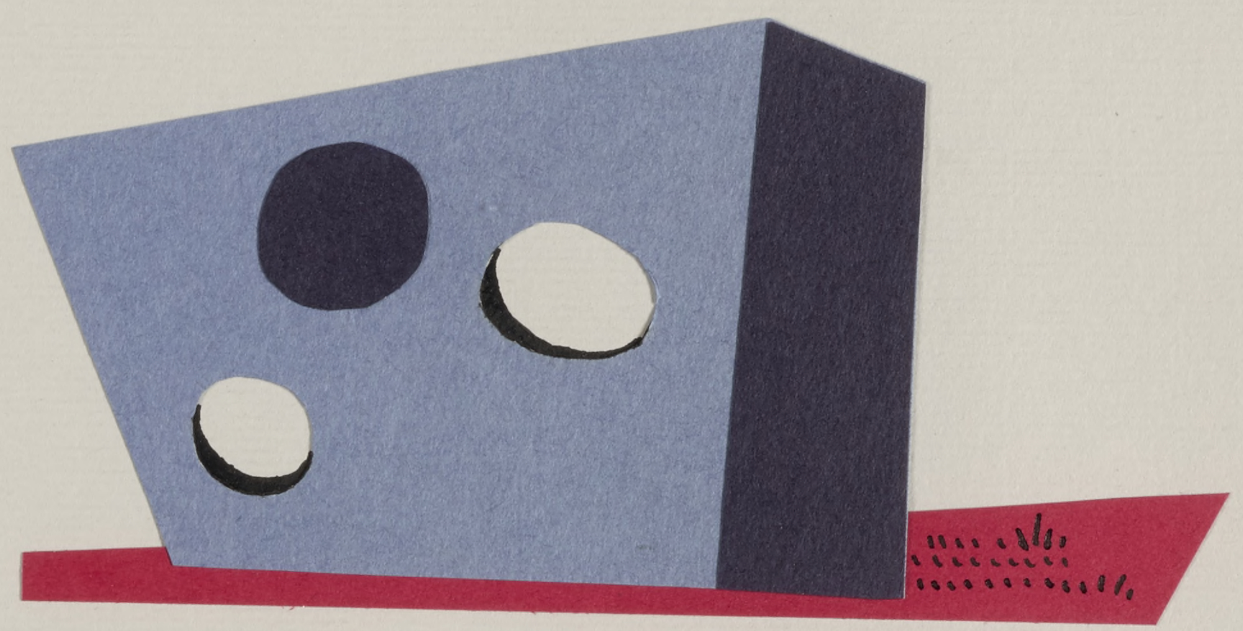
Representatives of Fairytale Town, Inc., are scheduled to appear before the city council tonight to present the cash and pledges received through public subscription for the development of Fairytale Town near the present golf clubhouse in William Land Park.

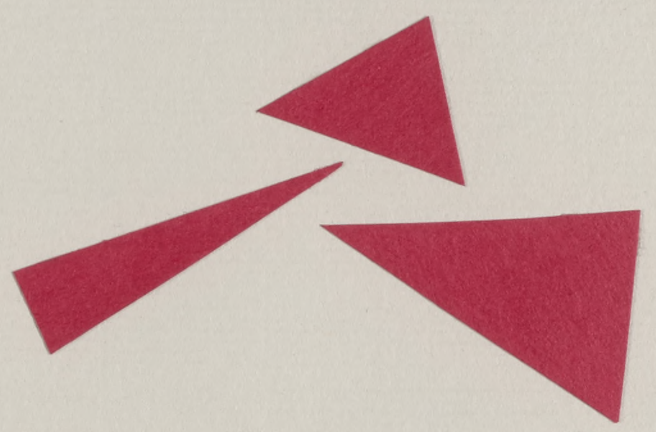
Reg Renfree, city director of recreation and parks, said that once the presentation is made he will recommend that the council give his department the go ahead to prepare detailed plans for the recreational development on a two and half acre site.

The council already has agreed for the recreation department to maintain the project once it has been completed. The cost of constructing the amusement zone for children has been estimated at $75,000.

The amount of cash and pledges obtained by the Fairytale Town sponsors will not be disclosed until the representatives make their appearance before the council.







BREUNER'S
Home furnishers since 1856

THE SACRAMENTO BEE, TUESDAY, JUNE 10, 1958

Three Live Shows a Day

See prominent County officials interviewed on TV, opening this spectacular event, 12:00 noon, Wednesday, June 11.

See one of the participants of the 1st Annual Outdoor Student Art Festival of Sacramento State College, Wednesday, 1:30 P. M.

See Mr. Christian Nelson, Executive Director of the Sacramento Junior Museum presenting the museum program with live animals. 3:00 P. M. Wednesday.

See a group of Girl Scouts and Brownies tell about Bear Paw Summer Camp and day camp, 12:00 Noon, Thursday PLUS a group of Boy Scouts from Explorer Post No. 2033, Thursday at 3:00.

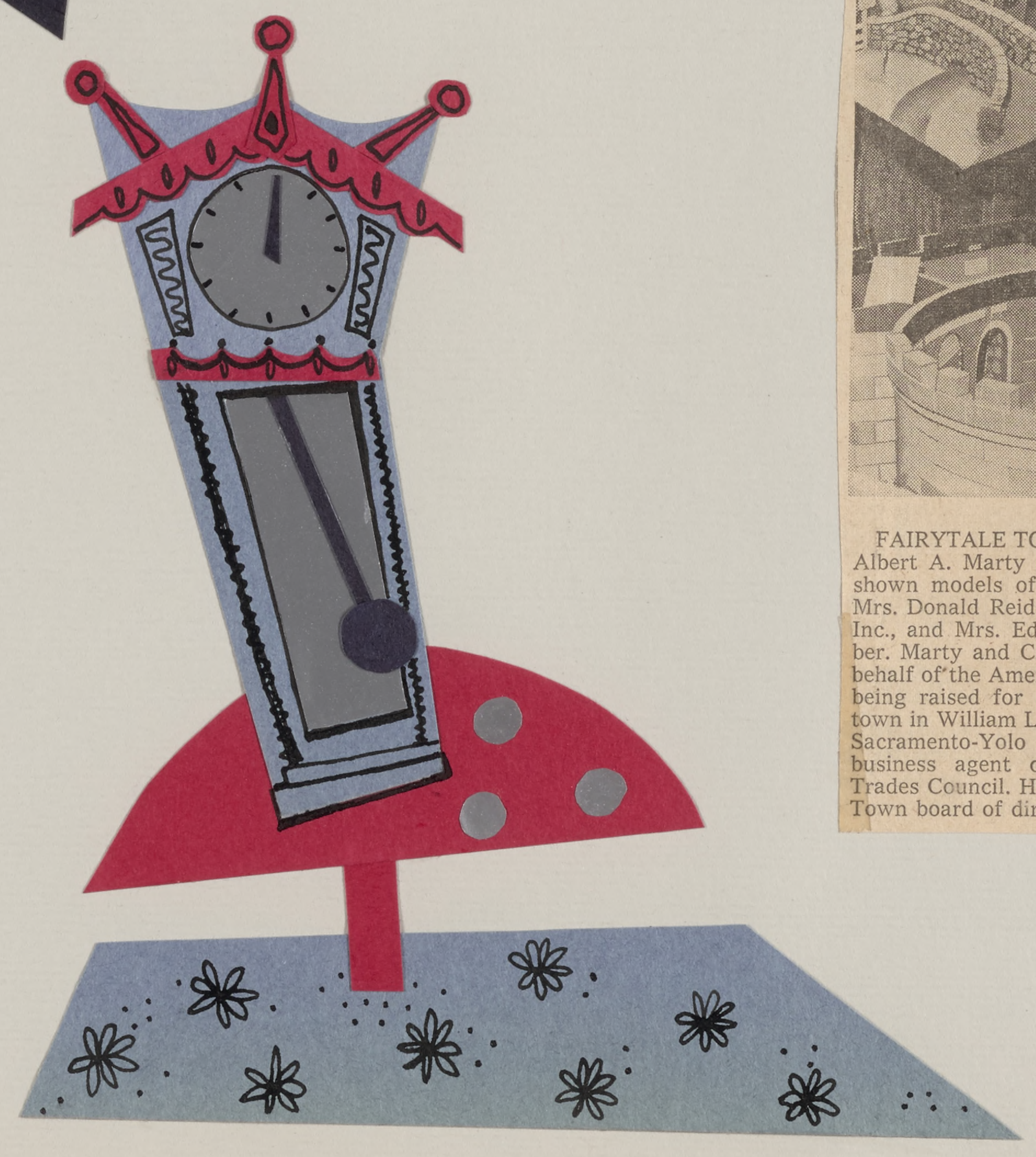
See Mrs. D. Jackson Faustman, President, Kingsley Art Club and Mr. Edward C. Larson, winner of the club scholarship, Thursday 1:30.

See The Tune Weavers, recent winners of the Sweet Adeline Barbershop quartet competition, Friday at 1:30 P. M.

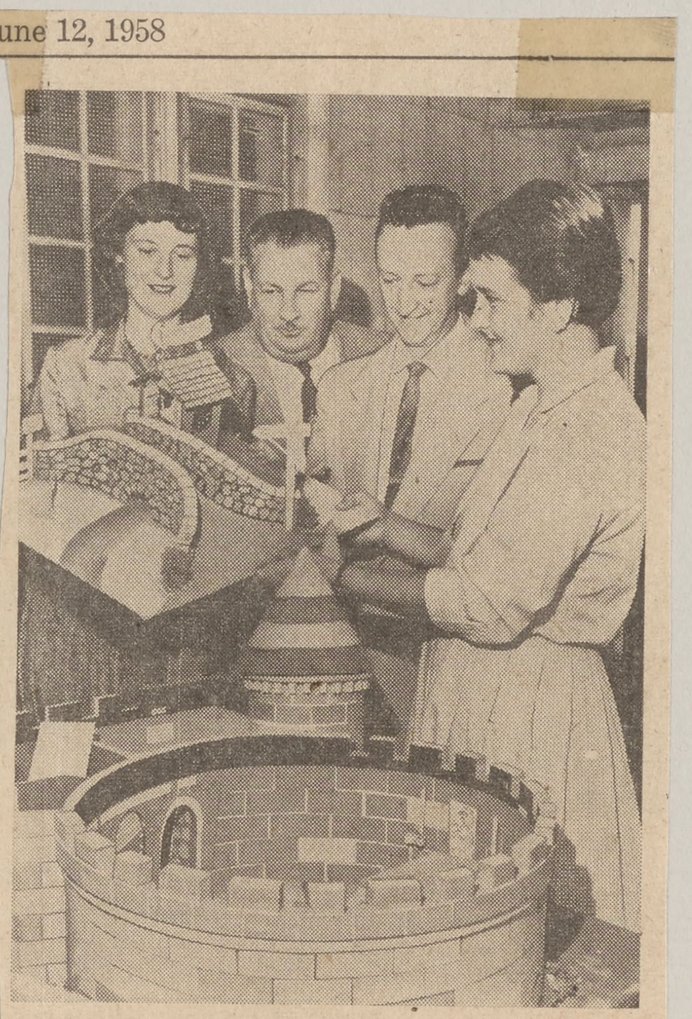
See Susan Luckey, Music Circus star of Happy Hunting, soon to star in the San Francisco production of Music Man, Friday 7:30.

See Korla Pandit, nationally famous organist who has thrilled Breuner audiences in the past at 2:30 P. M., Saturday, June 14.

See Fairytale Town Exhibits with Mrs. Don Reid, Fairytale Town chairman, at 1:30 P. M. Saturday. Plus a fantasy presented by the children of the Crocker Elementary School.



Thursday, June 12, 1958



FAIRYTALE TOWN HELPERS—City Councilman Albert A. Marty and Al Caples, left and right, are shown models of the proposed Fairytale Town by Mrs. Donald Reid, left, president of Fairytale Town, Inc., and Mrs. Edward Grebitus, Jr., a board member. Marty and Caples presented a $3,900 check on behalf of the American Federation of Labor to a fund being raised for development of the make believe town in William Land Park. Marty is president of the Sacramento-Yolo Central Labor Council. Caples is business agent of the Sacramento-Yolo Building Trades Council. He also is a member of the Fairytale Town board of directors. Bee Photo

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Sac. Union - June 12

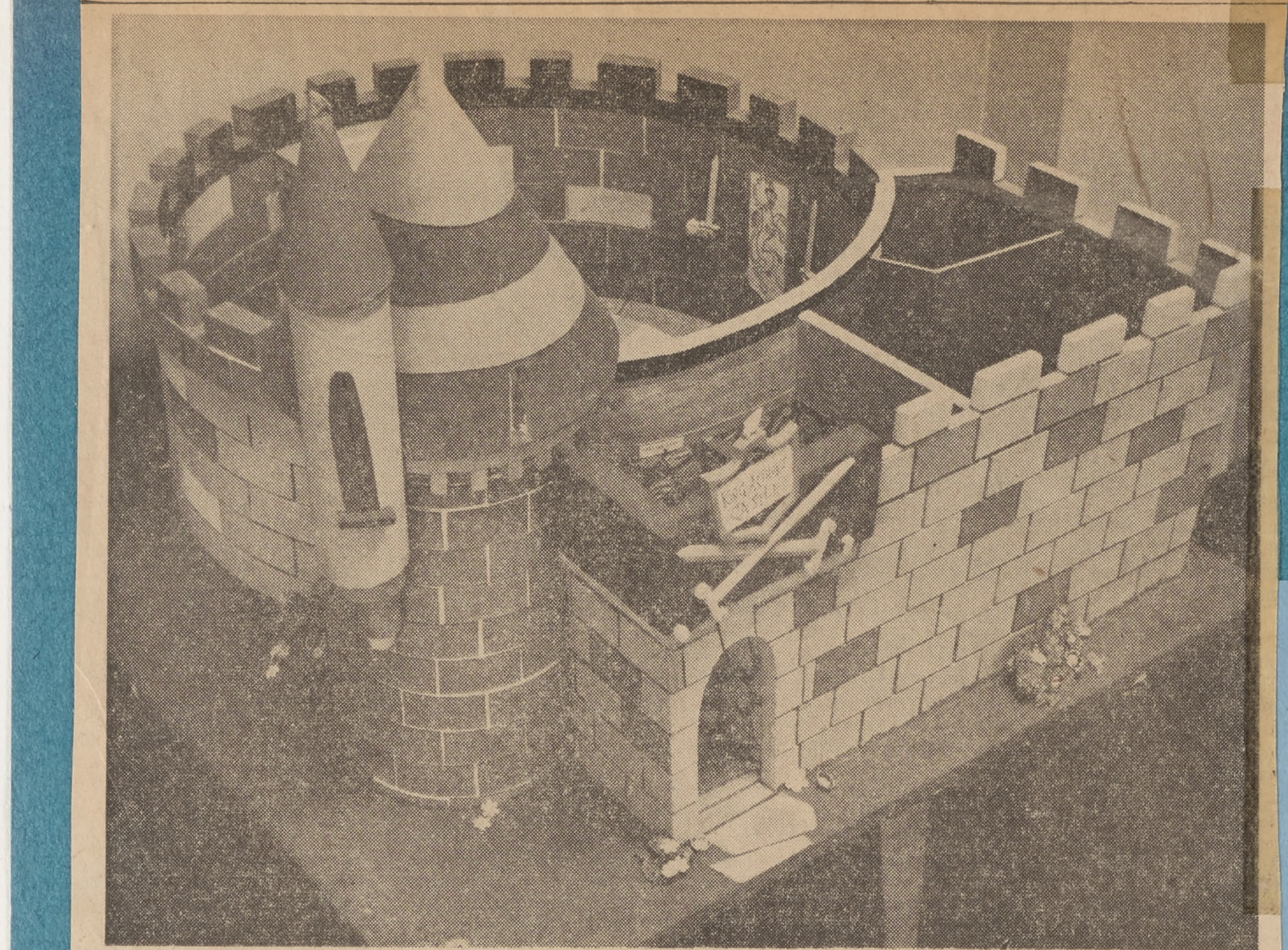
$3,900 Given Fairy Town

Director Fairytale Town were presented a $3,900 check by representatives of American Federation of Labor at a picnic luncheon yesterday in William Land Park. The amount subscribed by the public for the development is approximately $60,000.

Fairytale Town will depict nursery rhymes and fairy tales in child size sets. Stories to be portrayed have become classics in children's literature and represent some of children's first impressions of life.

A goal of $75,000 has been set for the project which is tentatively scheduled to open to the public next spring.

Sacramento, California Friday, October 17, 1958



This is a model of a child sized King Arthur's Castle which will be among the buildings in Fairytale Town. | Preliminary work on the project began today. Two and a half acres of William Land Park will be used.

A one room schoolhouse will be built from this model to depict the one in the tale of Mary who had a little lamb.

A gingerbread house such as this will be another of the attractions.

Land Park Fairy Tale Starts To Come True

By James J. Brown

The Three Little Pigs are going to build their houses in a special part of William Land Park.

A secret part, really. Only children and the young at heart can go there.

And Hansel and Gretel's Gingerbread House will be there, and King Arthur's Castle, the Crooked Man and Mary and her lamb.

That is, if they can get past the wicked old Troll and his bridge, shivering deliciously, like Billy Goat Gruff did.

Work Begins

A magic wand touched this enchanted site today to signal the start of work on Fairytale Town, a land for the dreams, fantasies and laughter of happy children.

It will be that best of all fairy stories—a fairy story come true.

Responsible for this witchcraft are the members of the Sacramento Junior League, who created Fairytale Town, Inc., a non profit group which raised the money to build it, and the city's recreation department which will take it over and run it for a legion of young dreamers.

Ceremony Held

Today they held a ceremonial groundbreaking to start the surveying and set layout.

Fairytale Town will materialize on the general site of the park's present golf clubhouse, which soon will be moved to a new location.

It will be done in a way to cause no interruption of mundane golfdom.

Wooded Setting

The setting will be a wooded, rolling, landscaped maze of winding paths, with a circular stream crossed, first of all, by the Troll Bridge. In the stream will sail a majestic Pirate's Ship, and its waters will turn the wheel of the haunted Mill House.

Along the pathways will be King Arthur's Castle, the Owl's House, Hiawatha, the huge holed Mouse's Cheese, the Three Little Pigs and their houses, the Hickory Dickory Dock clock, the Tortoise and the Hare, Farmer Brown's Barn, the Gingerbread House, Mary's Lamb and Schoolhouse, the Pumpkin for Jack Spratt's wife, and a Childrens Theater.

Actual construction will begin next month and will be finished by next summer.

One Ingredient Missing

Only one magic ingredient is lacking.

Money.

Mrs. Don Reid, president of Fairytale Town, Inc., said $15,000 must be raised by contributions to meet the estimated $75,000 cost of the first 16 sets.

"Unfortunately," she said, "many people who enthusiastically endorse the idea of Fairytale Town have not sent donations due to the mistaken belief that all the needed funds already have been raised.

"We do have enough to start building but not enough to complete all 16 sets. Donations will be gratefully received. They are tax deductible, by the way. They should be sent to Fairytale Town, Room 200, City Hall."

Sac. Union Oct. 17

Fairy Town Starts Today

A group of pre-school children with a full-size shovel will break ground today at noon for Fairytale Town in Land Park. Their symbolic effort will mark the beginning of preliminary work for the $75,000 project.

Mrs. Don Reid, board president for Fairytale Town, Inc., said Mayor Azevedo and Reg Renfree, city recreation and parks director, also are expected to participate in the program.

Fairytale Town, depicting a number of fairytales including Three Little Pigs, Little Red Schoolhouse, King Arthur's Castle and a pirate ship, will be on a two and one-half acre site.

The development will be in the area now occupied by the No. 9 hole and No. 1 tee of Land Park Golf Course. Construction of buildings will begin when the old clubhouse is removed. Surveying will begin immediately, however.

Renfree said completion of the new Golf Clubhouse is expected by the end of October. When it is completed, the old clubhouse can be removed. Completion of Fairytale Town is expected early next year.

The project was initiated by Sacramento Junior League. A citizens group which took over the project is seeking to raise $75,000 for construction, and has obtained about $62,000 to date.

Some of the child-size structures will have live animals.

THE SACRAMENTO BEE, SATURDAY, OCTOBER 18, 1958

YOUNG DREAMS—Ground breaking ceremonies for Fairytale Town, a children's storybook land to be built in William Land Park, quite fittingly were entrusted to the younger set yesterday. | Doing the honors are, from the left, Douglas Mering, Henry Teichert, Sally Reid and William Grebitus. The project will comprise 16 fantasy sets.

Bee Photo

The Sacramento Union
Sunday, October 19, 1958

YOU PROBABLY WOULDN'T guess it, but these five youngsters are breaking ground for a dream. The dream, to be known as Fairytale Town, is starting to become a reality at William Land Park. Although Mayor Azevedo, Mrs. Don Reid (the president of Fairytale Town, Inc.), and other dignitaries were on hand, it was really the kids' day. Pathways to Fairytale Town, once it is completed, will lead to such wondrous places as Hansel and Gretel's Gingerbread House, King Arthur's Castle, the Hickory-Dickory-Dock Clock and the like. About the only thing that stands in the way of making the fairytale dreams a reality is money. Approximately $15,000 is still needed to meet the estimated $75,000 cost of the first 16 sets. Contributions, tax deductible, should be sent to Fairytale Town, Inc., Room 200, City Hall, Sacramento.

COVER

One! Two! Three! All set to go to break ground for Fairytale Town on October 17th are left to right Douglas Mering, son of Phil Mering, legal advisor on the board and Joan, Russel Sally, and Nancy Reid, children of Marge Reid, president of the board of directors of Fairytale Town.

Photo by Joan Taylor

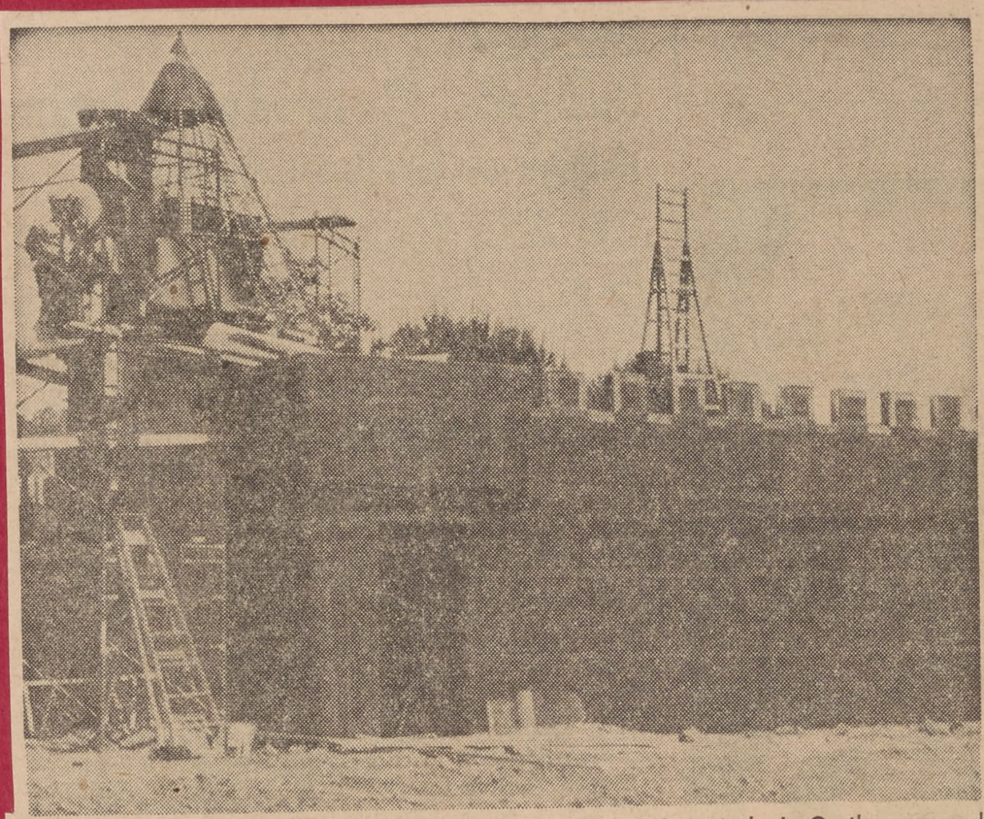
the League Lite

Junior League of Sacramento October, 1958

FAIRYTALE TOWN
GROUND BREAKING

The Sacramento Union
SUNDAY MORNING, MAY 10, 1959 15
IN THIS SECTION — Classified Advertising . . . Editorial Page . . . Letters to the Editor.

Fairytale Town Is Built Of Dreams, Laughter


ABOUT THE ONLY THING MISSING in this picture of King Arthur's Castle, now under construction in Fairytale Town, are a few knights clanking around in suits of armor and the usual white horses. When the new children's playland is completed in Land Park, the castle will be used primarily as a site for birthday parties. The birthday youngster will occupy old Arthur's throne, and his guests will sit around a cake-laden roundtable.

"Built of the dreams, fantasy and laughter of little children . . . through the generosity of the citizens of Sacramento . . ." That's the way the sign reads at the site of Fairytale Town, now abuilding in Land Park.

This magic kingdom, four years in the planning, will soon become a reality. Scheduled to open sometime in August. Fairytale Town will feature sets representative of 17 famous children's stories.

The two-and-one-half acre site just off Land Park Drive, near the zoo, is humming with activity as workers hurry to complete the dream by mid-summer.

ABOUT HALF the sets, most of which were designed by Mrs. Georgianna Else, are nearing completion. The mounting excitement of children in the neighborhood is evident as Hansel and Gretel's Gingerbread House and Winnie the Pooh's tree house begin to take shape.

Probably the most popular set will prove to be King Arthur's Castle, because that's where numerous birthday celebrations will be held in coming years.

According to Dell Greenleaf, one of several carpenters involved in building Fairytale Town, the castle will contain a roundtable for the use of children (not knights in armor) to hold birthday cakes, gifts and soft drinks. The lucky boy or girl whose birthday it is will occupy the seat of honor — a lavish throne.

GREENLEAF says a similar birthday party set in Oakland's version of Fairytale Town is so much in demand that it is rented for 45-minute intervals.

Besides the different structures Fairytale Town will contain, there will be many kinds of little animals—young ones.

Mrs. Donald Reid of Sacramento Junior League, a member of the original committee organized four years ago to promote this dreamland for children, says turtles, piglets, a fawn, rabbits and a shetland pony or two will round out the "live" aspects of Fairytale Town.

"We'll also have a Jersey cow for milking demonstrations," Mrs. Reid said, adding that it would be the only adult animal in the place. The young animals will probably be given over to zoos or museums when they become too big for Fairytale Town.

THE JERSEY cow and her calf will be housed in Farmer Brown's Barn, a wondrous place which will include, among other things, an honest-to-goodness hayloft from which children may slide to the ground.

Mrs. Reid says children will be allowed to touch and feed the animals, which is the main reason the animals must be young.

Other animals will include at least one beaver, and perhaps a goat or two stationed somewhere near a stone bridge. Even "Mary Had a Little Lamb" will be represented—by a real lamb and by the school to which the lamb followed Mary.

Then, too, there will be Hiawatha's tepee and a children's theater, the foundations of which are being finished.

ANOTHER interesting object which is almost completed is a large chunk of cheese, wedge-shaped, (representative of the "Farmer in the Dell") and full of holes. Children will be able to climb through the holes like mice — with or without Mickey Mouse beanies atop their wee heads.

Lest any of Fairytale Town's young patrons feel the need to slake their thirst, or to stuff their stomachs, a concession stand wil be located almost in the center of the site, in the mill house.

Alongside the mill house will be a creek in which, it is reputed, a small pirate ship may one day float.

Fairytale Town is expected to cost between $80,000 and $100,000 for construction alone. The land was donated by the city. However, since the money was raised by private subscription and the entire place is being built at no expense to the taxpayers, a nominal charge will be made for admittance.

But, whatever the cost of building Fairytale Town, the citizens who have agreed to see the project through know the "dreams, fantasy and laughter of little children" are well worth the price.

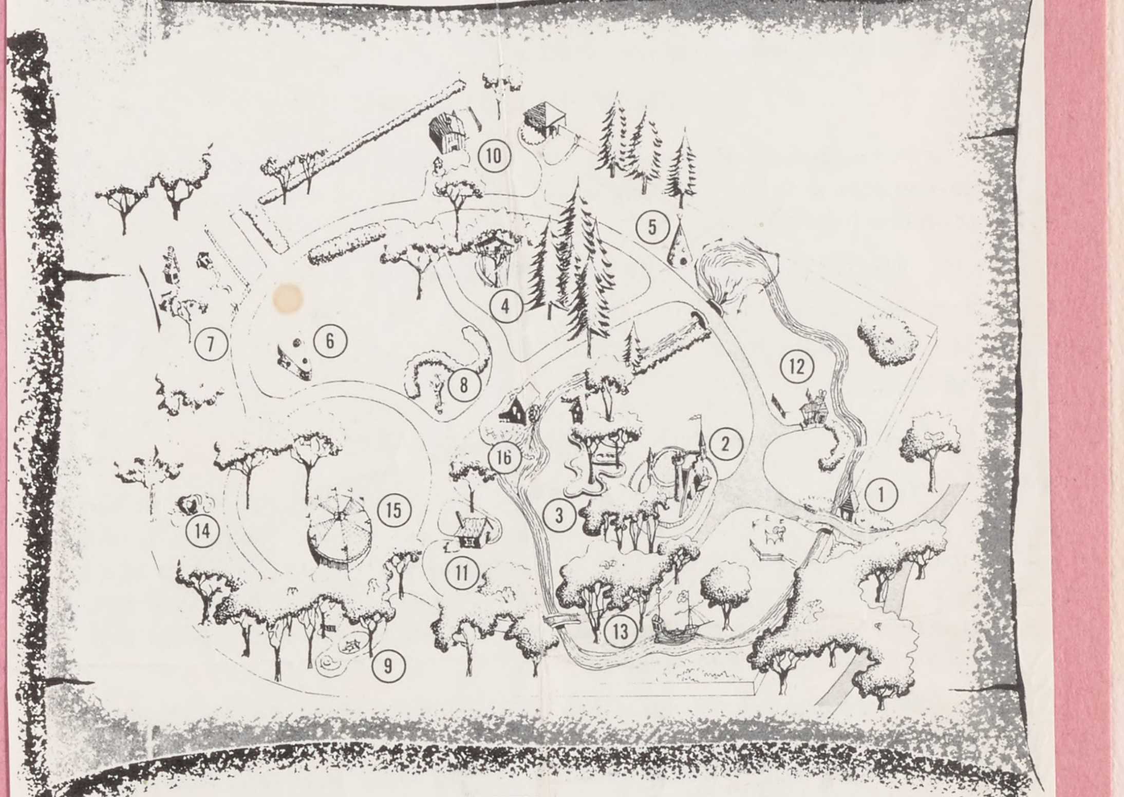
AS ANYONE WHO ever read the story of "The Three Little Pigs" will remember the Big Bad Wolf managed to huff and to puff and to blow down the pigs' houses of straw and wood. Carpenters Art Haukaas (left, with saw) and Dell Greenleaf make sure that the pigs' third house—the one made of bricks —will withstand blasts from even the biggest of wolves in Sacramento's Fairytale Town.

Camera Cornered

PREVIEW—Jennie Schaw, Lynn Trimble and Patty Renfree, left to right, have a sneak preview of Fairy Tale Town in William Land Park. They are crawling through the framework of a display which will represent a wedge of Swiss cheese, with holes in it.
Bee Photo

Fairy Tale Town

CAMELLIA FLOAT THEME



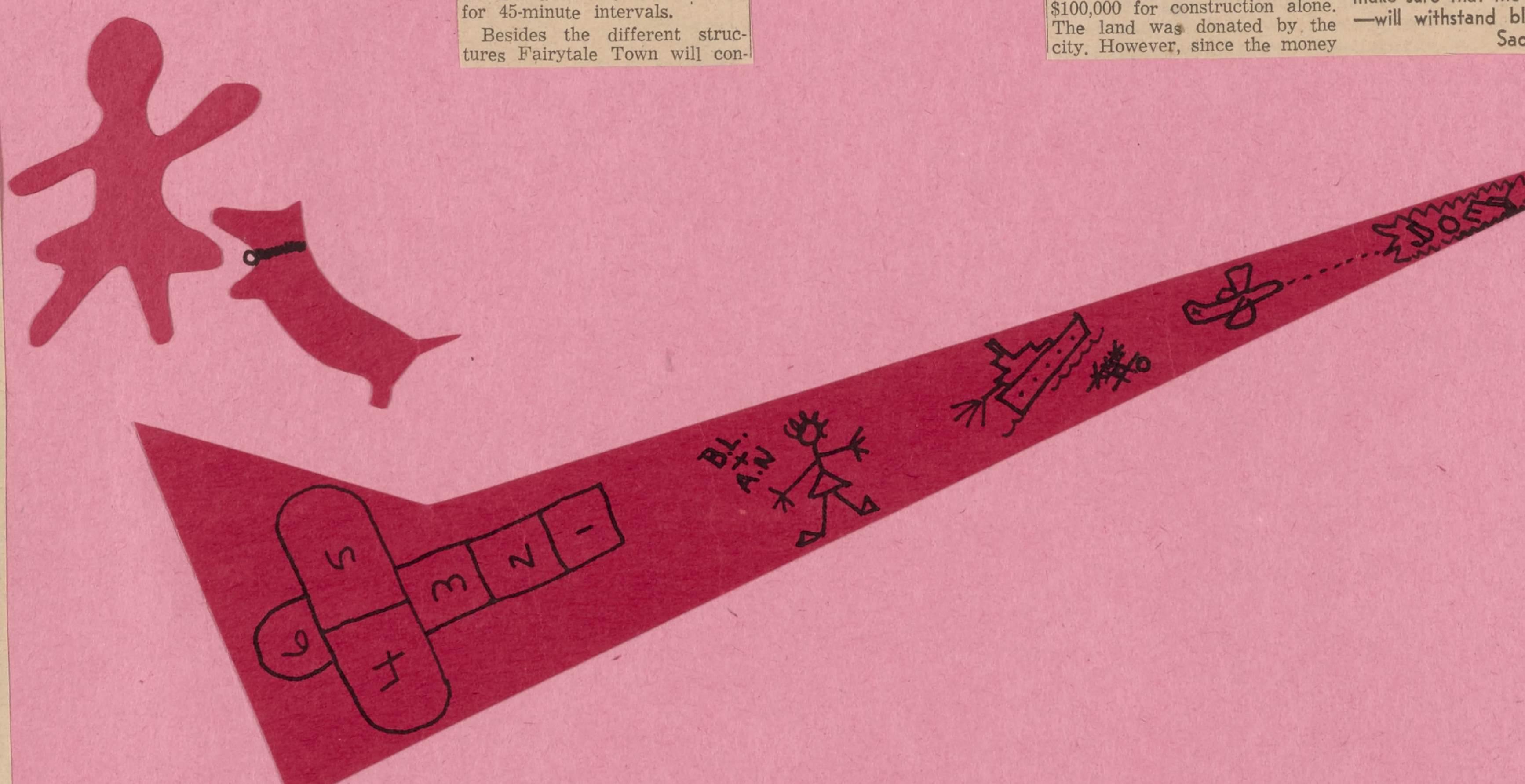
KEY

1	TROLL BRIDGE AND BILLY GOATS GRUFF
2	KING ARTHUR'S CASTLE
3	THE CROOKED MILE
4	OWL'S HOUSE
5	HIAWATHA
6	THE CHEESE
7	THE THREE LITTLE PIGS
8	HICKORY DICKORY DOCK
9	TORTOISE AND THE HARE
10	FARMER BROWN'S BARN
11	HANSEL AND GRETEL
12	MARY HAD A LITTLE LAMB
13	PIRATE SHIP
14	THE PUMPKIN
15	THE CHILDREN'S THEATRE
16	MILL HOUSE

Under construction now in William Land Park, Fairy Tale Town will be a dream come true by the middle of the summer. Meanwhile it provides the theme for the Children's Camellia Parade on March 14 beginning at 11 A.M. Anyone can enter a float, a child, an adult, or a group; however floats must be manned by elementary and junior high school children, with the exception of floats entered by those of high school age. There will be prizes or trophies for winners in all divisions including one section for individual children's decorated bicycles. 1500 children took part in the parade last year.

The League plans to enter our pumpkin coach from Danse Petite, decorated under the supervision of Mardy Nisbet and Beth Grebitus. Want to help anyone?

THE LEAGUE LITE



the League Lite

Junior League of Sacramento June, 1959

Tales of Fairytale Town

by Charla Eales

Fairytale Town is fast becoming a reality. One may see any number of carpenters busily at work on three fourths of the sets already taking shape. Land moving equipment, to the delight of little boy and girl observers, has readjusted the terrain.

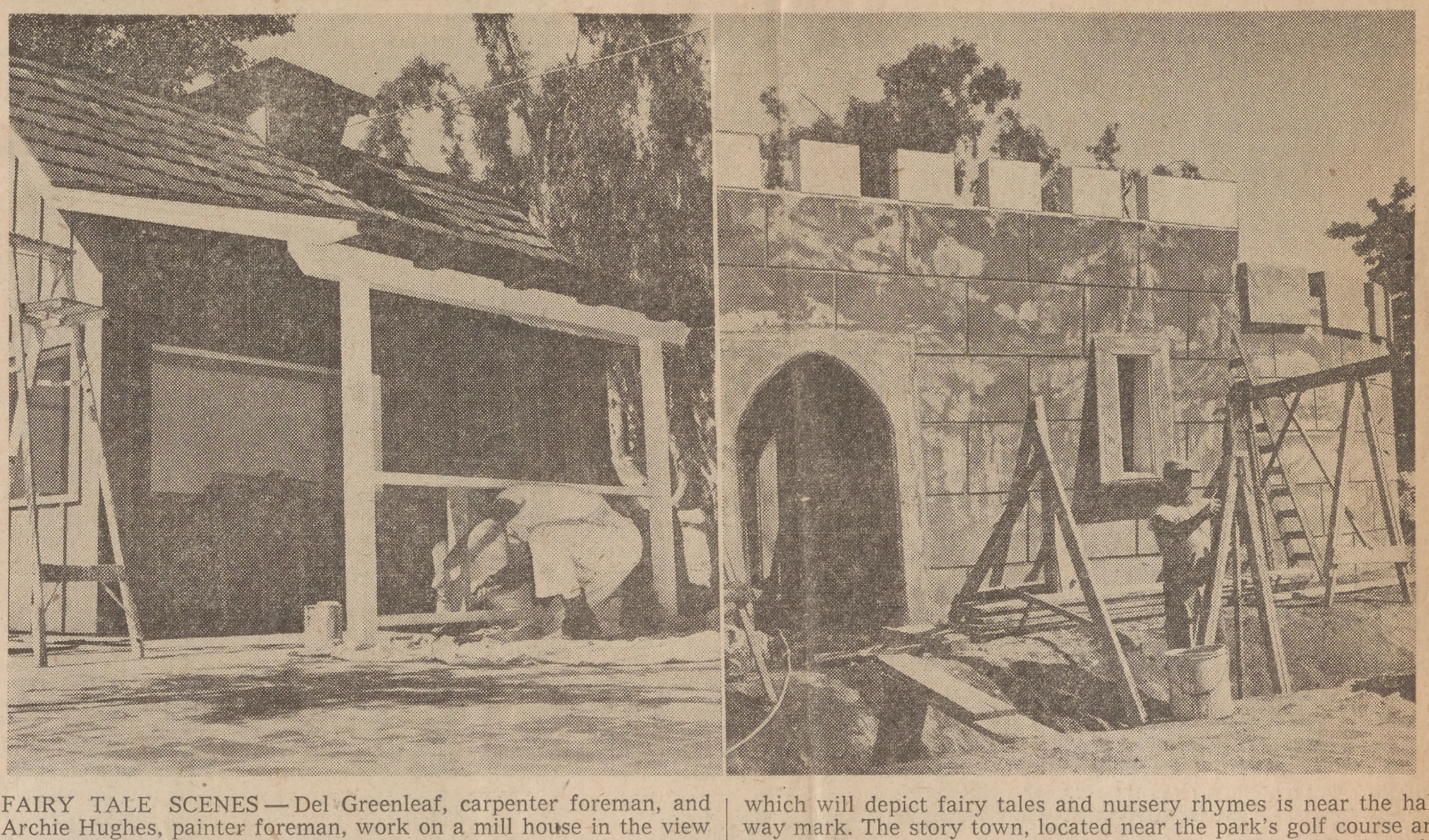
Among the sets under way are King Arthur's Castle, The Owl's Tree House, The Cheese from The Farmer in the Dell, Three Little Pigs, Tortoise and the Hare, Hansel and Gretel, Mary Had a Little Lamb, The Children's Theatre, The Mill House, and Farmer Brown's Barn — which will house a baby Shetland pony, a Jersey cow, and it's calf. The children will be allowed to try their skill at milking the cow, and as an extra added attraction, they may climb to the hayloft and zoom down the slide out the back window.

Under construction at another location are the Pirate Ship and the Troll Bridge . . . these will be moved to their permanent sites when they are completed.

August 1st is the approximate date set for the opening of Fairytale Town. Plan to attend the ceremonies at that time . . . Danse Petite will present excerpts from Cinderella, Hansel and Gretel, and other fairy tales. It all means the culmination of a well conceived plan for which the Junior League may take a good deal of the credit . . . and it will be indeed gratifying to see Fairytale Town, at last, become alive with the sounds and smiles of happy children.

THE SACRAMENTO BEE

Tuesday, June 16, 1959



FAIRY TALE SCENES — Del Greenleaf, carpenter foreman, and Archie Hughes, painter foreman, work on a mill house in the view at the left as R. P. Snelling works on a replica of a castle, right, in Fairy Tale Town in William Land Park. Construction of 16 sets which will depict fairy tales and nursery rhymes is near the halfway mark. The story town, located near the park's golf course and zoo, is expected to be completed and open to the public late this summer.

Fairytale Town

Public subscriptions to Fairytale Town, that enchanted village inspired by Mother Goose rhymes and now under construction in William Land Park, are $10,500 short of the $75,000 planners have said it will take to build the finished project—and therein lies a tale.

This means that if the additional funds are not raised not all the 16 sets can be built. And if all 16 are not built, then the project will wind up an aborted, half hearted effort.

Fairytale Town is a magnificent venture. It is a thing born of the heart. Imagine the delight of the hundreds of thousands of children who in future years will walk the maze of winding paths, seeing their romantic heroes and heroines come to life—imagine this, and the effort becomes worthwhile.

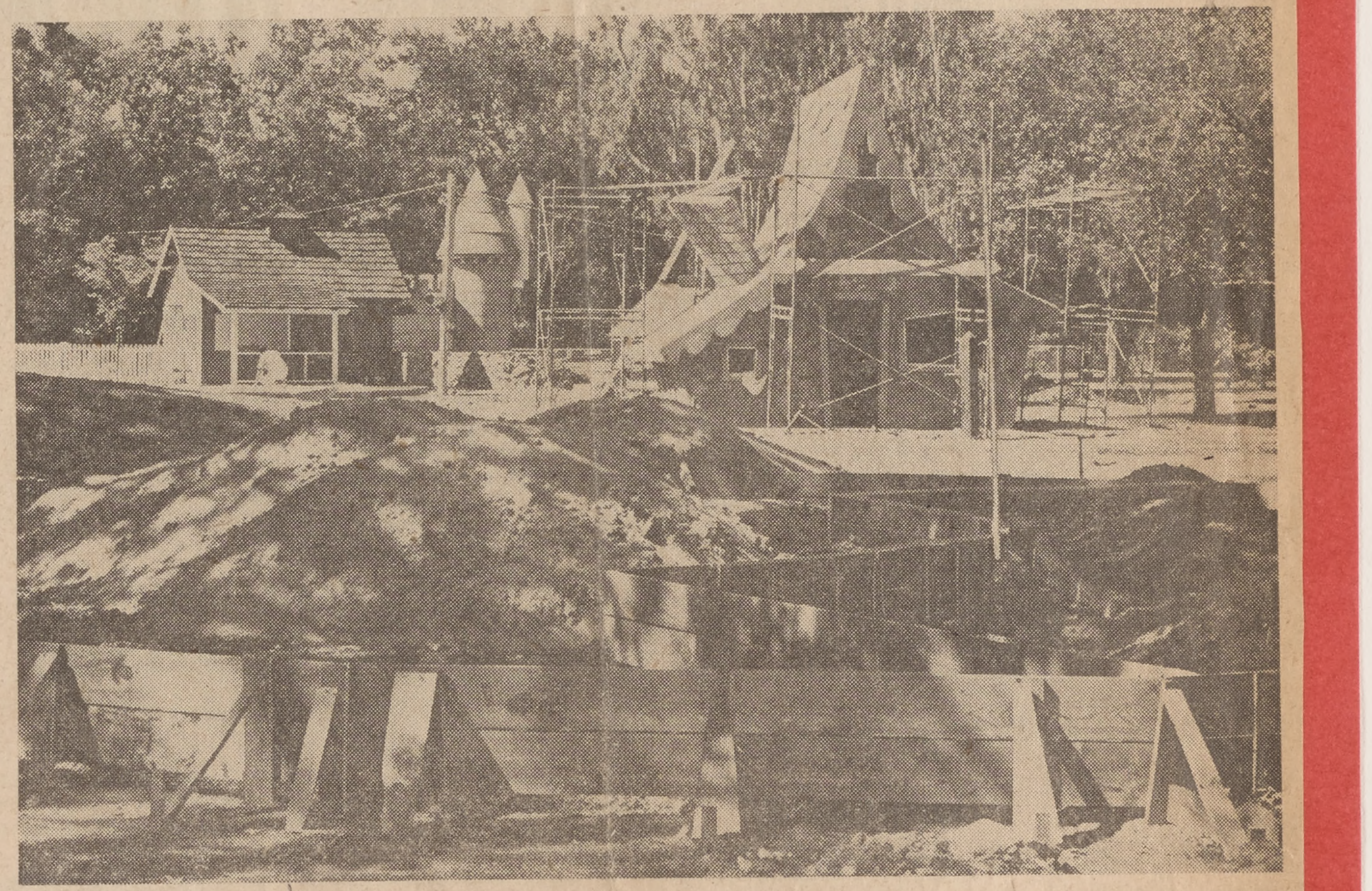
Fairytale Town deserves Sacramento's support.

This project is the best of all fairy tales, for it is a fairy tale come true.

Hansel and Gretel's Gingerbread House, King Arthur's Castle, the Crooked Man and Mary and her Lamb —all will be there. In that setting of wooded, rolling, landscaped mazes of winding paths the child will rendezvous too with Hiawatha, the Three Little Pigs, the Tortoise and the Hare. And they will walk by the Owl's House, the huge holed Mouse's Cheese, the Hickory Dickory Dock clock and Farmer Brown's Barn. Even the wicked old Troll will guard his drawbridge, and nearby will "sail" a majestic pirate ship, and waters from the same stream will turn the wheel of the haunted Mill House.

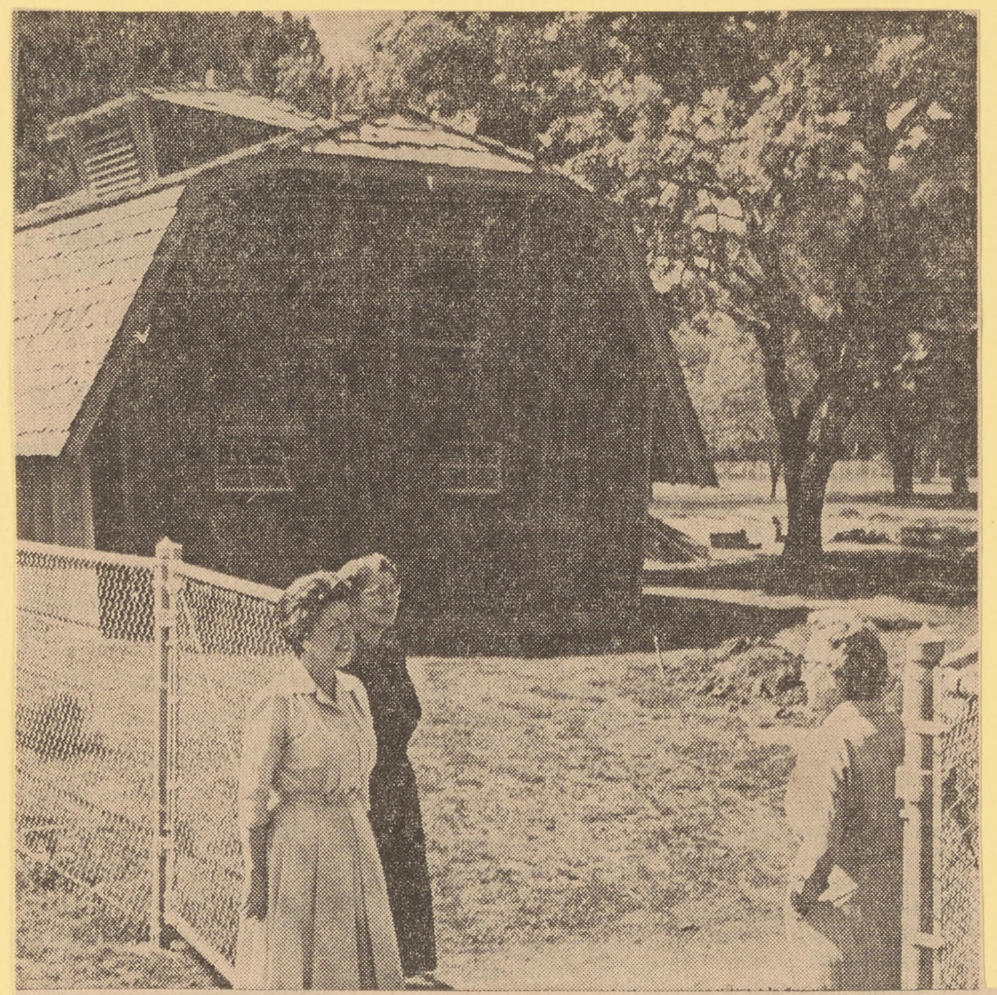
Only children and the young at heart can go there. For it is a secret world only children and the young in heart can enter.

A reminder: Subscriptions, tax deductible, may be mailed to Fairytale Town, Inc., Room 200, City Hall.



PROGRESS—Virtually completed are the Mill House, King Arthur's Castle and the Hansel and Gretel Ginger Bread House, left to right. Forms are in place, foreground, for the construction of a children's theater. The project is sponsored by the Sacramento Junior League. The city recreation and park department will supervise the town when it is opened.

Bee Photos



DREAMLAND—Directors of Fairy Tale Town in William Land Park check construction progress at the site of Old MacDonald's Farm. They are, from the left, Mrs. Thomas J. Nolan, Mrs. K. W. Blankenberg and Mrs. Summer Mering. Sixteen sets depicting fairy tales and nursery rhymes are under construction. The playland will open in the summer. Bee Photo

Inspect Fairy Town Work

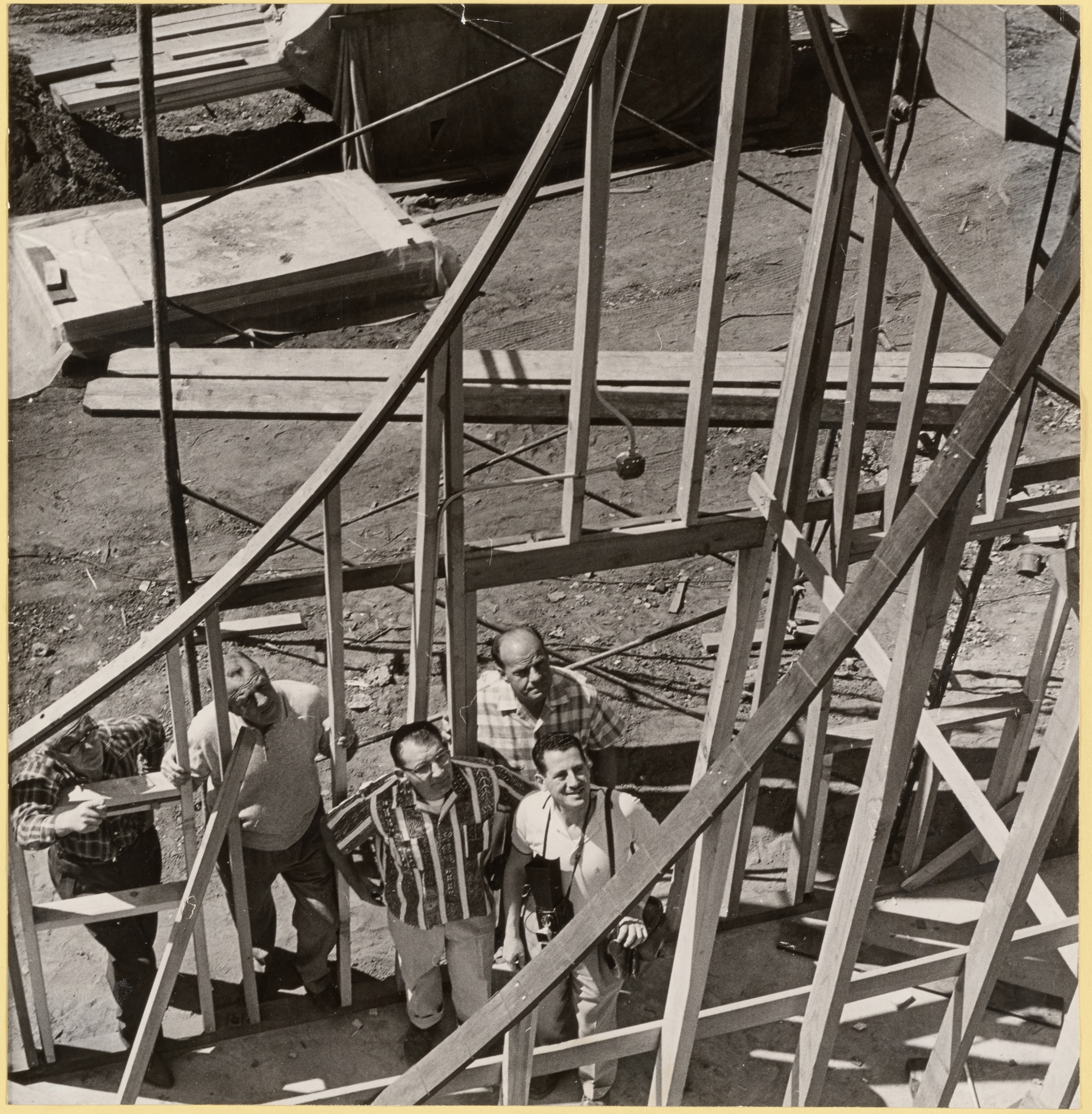
Directors of Fairy Tale Town will inspect progress on the children's wonderland in William Land Park tomorrow.

Sixteen sets depicting fairy tales and nursery rhymes are being built in the park across from the zoo. Fairy Tale Town, Incorporated, has turned over $25,000 to the City Council to date for the playground.

Another $15,000 is needed to complete all 16 sets, Fairy Tale directors said. Donations may be sent to Fairy Tale Town, Room 200, City Hall.

Sacramento Junior League got the idea for the playground and a non-profit corporation was formed to promote it.

Opening date for the playground will be sometime in June or July, directors said. When it is completed, it will be turned over to the city which is supervising construction work.



Friday, July 17, 1959

IMPATIENT—Fairy Tale Town in William Land Park has not been completed and Bradley Baker, 6, of West Sacramento and his 11 year old cousin, Pamela Burton of Dixon can hardly wait for the official opening. Bee Photo

Laura Blamey, 4, holds a bottle for Sis, a 3 month old deer. Sis is one of two fawns which Mrs. Anthony A. Spencer, wife of the superintendent of the William Land Park Zoo, is caring for in the Spencer home until they may be moved to Fairytale Town. The fawns were brought to Sacramento by the state fish and game department after being found abandoned in the Sierra. Bee Photo

KENNETH AND MICHAEL MAY of 2741 61st Street, who just can't wait for Fairy Tale Town to open in Land Park, examine one of the features of the exposition, "Crooked House." Fairy Tale Town, Inc., Room 200, City Hall, is seeking contributions to help defray costs of the $75,000 project. They need about $12,000. Target date for opening is August 29.

Fairy Tale Town: It Will Open Soon—Every Penny Helps

"Anyone who wants to help Fairy Tale Town should know that a 50 cent or $1 contribution is considered mighty important," Al Hellenthal, Fairy Tale Town, Inc., director says.

Fairy Tale Town, which will bring the magic stories of childhood to life in 16 colorful sets at William Land Park, is still about $12,000 short of the $75,000 needed to complete the work, he reported.

Construction is well advanced on most of the sets, including King Arthur's Castle, The Crooked Mile, The Three Little Pigs, Hickory Dickory Dock, Tortoise and the Hare, Farmer Brown's Barn, and others. But landscaping, painting, and finishing is still far from complete on the two-acre site.

"We hope to have Fairy Tale Town open by August 29, but much depends on contributions, which have been more than generous from many firms and individuals. We want to be sure that anyone who wants to help will know that the contribution need not be large.

"And for those who are able to help with larger contributions of $100 or more, a permanent plaque with their names will be placed in the area," Hellenthal said.

The drive, initiated by the Junior League and organized by Fairy Tale Town, Inc., began about a year ago, and the public response was strong. Contractor is John Otto of Sacramento.

When completed, the "Town" will be turned over to the City of Sacramento for upkeep and administration, and children of all ages will be able to see the characters and settings of their favorite stories appear as if by magic each time they visit William Land Park.

Other settings include Troll Bridge and Billy Goats Gruff, Owl's House, Hiawatha, The Cheese, Hansel and Gretel, Mary Had a Little Lamb, Pirate Ship, The Pumpkin, The Children's Theatre, and Mill House.

Contributions may be mailed or delivered to Fairy Tale Town, Inc., Room 200, City Hall, Sacramento. Of course, they are tax deductible.

JOAN REID, 6, and her sister, Sally, 4, grin happily at large rabbit cut-outs which decorate a wall of Fairy Tale Town. They are daughters of Mr. and Mrs. Don Reid. Mrs. Reid is a board member of Fairy Tale Town and has taken an active interest in its design and construction.

PEERING OUT of holes in a king-size piece of "Swiss cheese" are Ken and Mike May of 2741 61st Street. The lucky boys got a preview of the many attractions to be seen when Fairy Tale Town opens later this year.

Fairytale Fund Is $10,500 Short Of Goal But Project Will Open Aug. 29

Fairytale Town, Inc., officials today announced public subscriptions still are $10,500 short of the $75,000 required to complete the children's amusement project in William Land Park.

However, they stressed Fairytale Town will open as scheduled August 29th.

The fund shortage, if it persists, will mean that not all 16 sets depicting familiar fairytale landmarks and characters will be completed in time. Landscaping also would be delayed.

Contributions — in any amount—can be mailed to Fairytale Town, Inc., Room 200, City Hall. Officials pointed out they are tax deductible.

The non profit group will hand over the project to the city which will operate it.

The child size sets in the park will include such fabled units as Farmer Brown's Barn, King Arthur's Castle, Hiawatha's Tent, the Owl's House and a pirate ship.

Others will reflect the stories of the Three Little Pigs, the Tortoise And The Hare and Hansel And Gretel.

The project also will feature a children's theater.

No city funds will be used for the operation of Fairytale Town. Expenses will be covered by small admission charges.

TUESDAY MORNING, AUGUST 25, 1959

Fairytale Town Needing Donations From Public

DONATIONS for Fairytale Town, Inc., are still trickling into City Hall, according to Reg Renfree of the City Parks and Recreation Department. "We're still about $10,000 short," Renfree said, "but we're going to open August 29 anyway. We'd like, of course, to open it up and have all our bills paid, but I guess that won't be possible." Approximately $75,000 was the original figure for opening Fairytale Town, and some $65,000 has been raised. All the money is from public subscription sources.

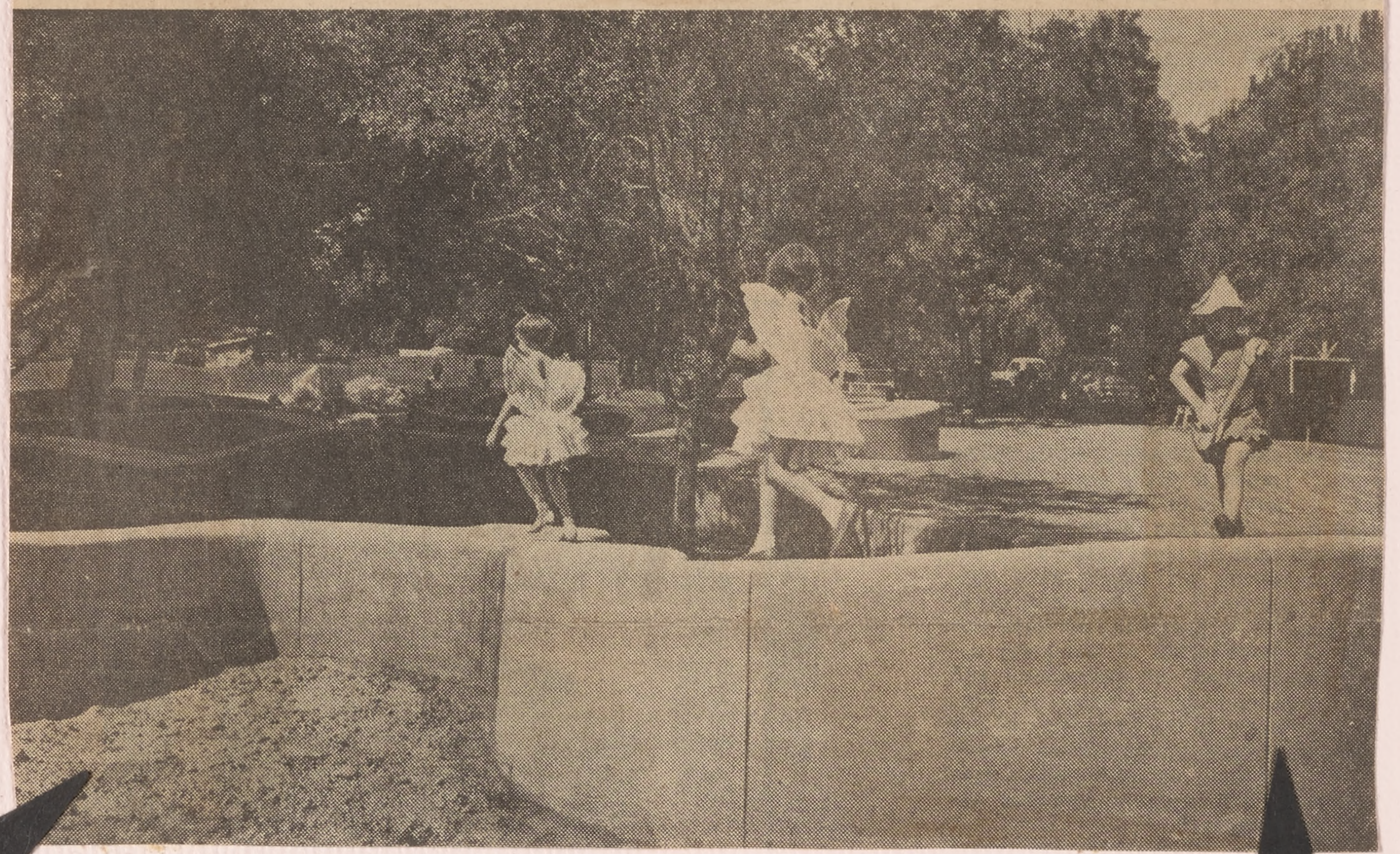
"We may have gotten as much as $500 in the past 10 days," Renfree said, " but I just don't know for sure. Eight or 10 envelopes a day come into this office, containing everything from 28 cents from two little boys to $10 from adults."

Donations for the childrens' playland in Land Park may be sent to Fairytale Town, Inc., Room 200, City Hall. Officials say the donations are tax deductable.

Fairytale Town will consist of 16 sets, each depicting a famous fairy tale or nursery rhyme, such as the Three Little Pigs, Mary Had a Little Lamb, Hansel and Gretel and other stories.

FAIRYTALE TOWN
BANK
$ $

Fairytale Town



Wearing storybook costumes to fit the occasion, Carolyn Hamm, left, Anita Cameron, center, and Richard Jensen look over Fairytale Town sites.

'Once Upon A Time' Is Almost Here

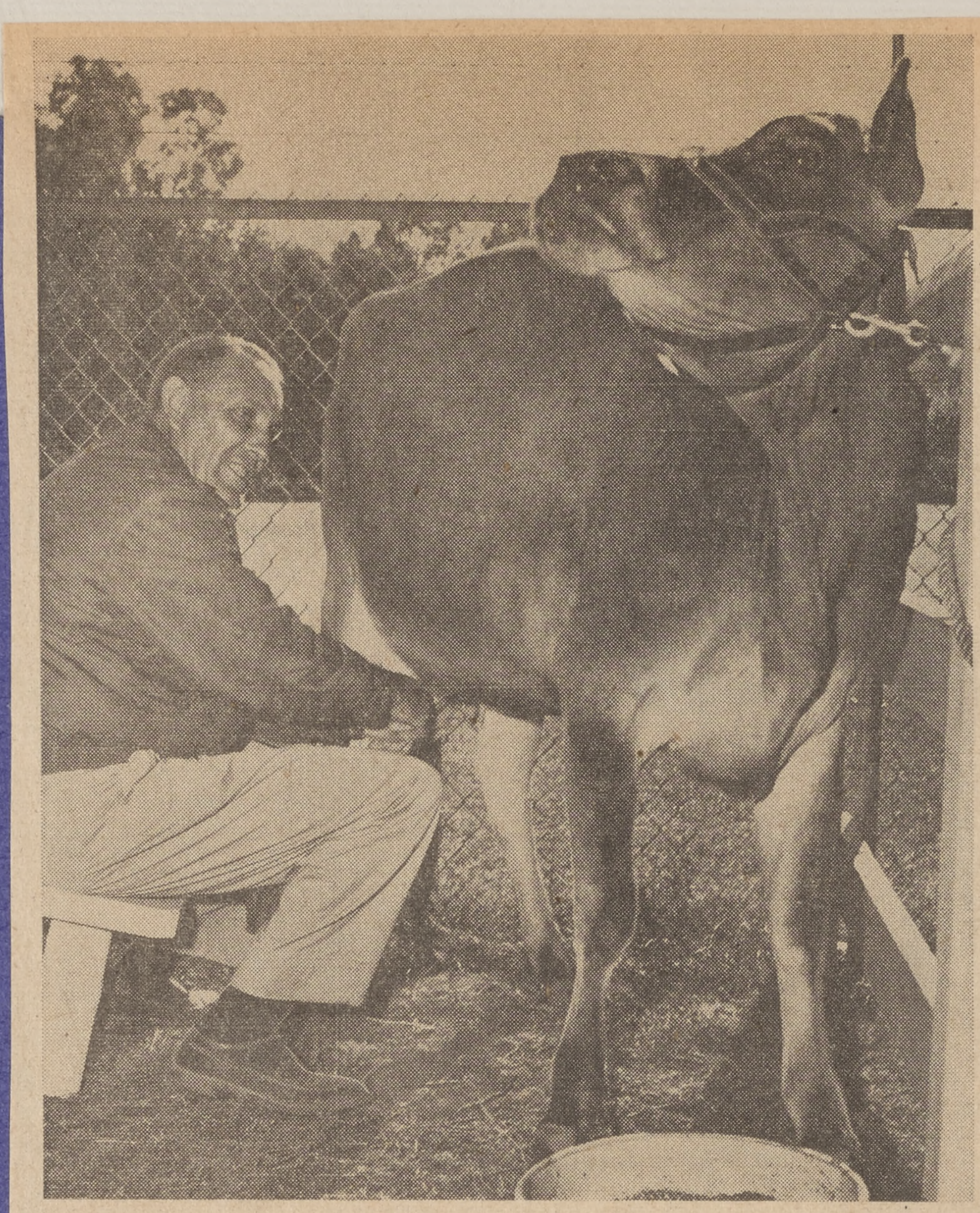
FAIRYTALE TOWN, a picturesque land of enchantment for the young, will open in William Land Park Saturday.

Although the long awaited project is virtually ready, it still needs several thousand dollars to assure speedy completion of all 16 sets depicting familiar fairytale landmarks and characters.

Tax deductible contributions — in any amount — can be mailed to Fairytale Town, Inc., Room 200, City Hall.

THE SACRAMENTO BEE

Thursday, August 27, 1959



'FARMER' William Land Park Zoo Superintendent A. A. Spencer, milks a cow which has been moved in as a resident of Fairytale Town in the park.

Bee Photo

A calf, pony, three baby pigs, two lambs, two deer and some goats also have established residence in Fairytale Town. Still to be added to the scene are more goats, lambs, pigs, rabbits, turtles, a cat and kittens, parrots, a monkey and an owl.

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However, directors said youngsters are expected to be more than satisfied with openings of attractions at the children's wonderland and by presentation of programs of entertainment Saturday and Sunday in the children's theater.

A brief ceremony about 10 AM will mark turning over of Fairytale Town by directors of the group which raised funds for the project to the City of Sacramento for operation by the city's recreation and park department.

However, directors of the corporation, formed to construct Fairytale Town, will continue to accept contributions to complete the project. ect.

"Almost as soon as the actual building of Fairytale Town started," says a report of the directors, "public contributions stopped coming in as a result of a mistaken belief that all the money needed had been collected.

Funds Needed

"This is definitely not the case. Of the $75,000 required for the complete project, approximately $9,000 is still needed."

Directors noted that if every family with a child would contribute just $1 there would be more than enough money to finish Fairytale Town and perhaps even finance construction of another set or two.

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Inclusion of animals in the displays has presented problems for planners and workmen, alike. Workmen yesterday had to stage a roundup to corral two straying baby goats featured in one display.

Following are the plays and ballets to be presented by individuals and groups in the children's theater:

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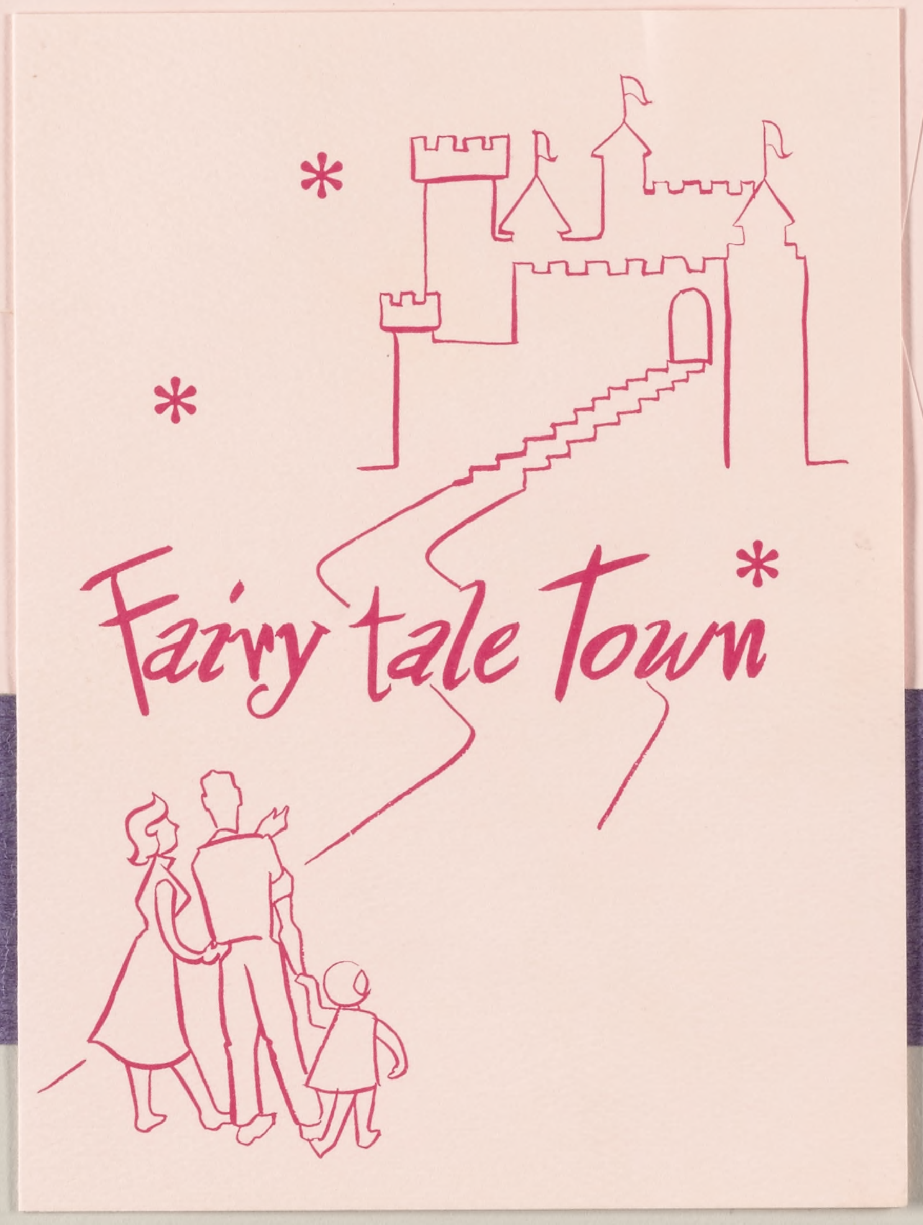

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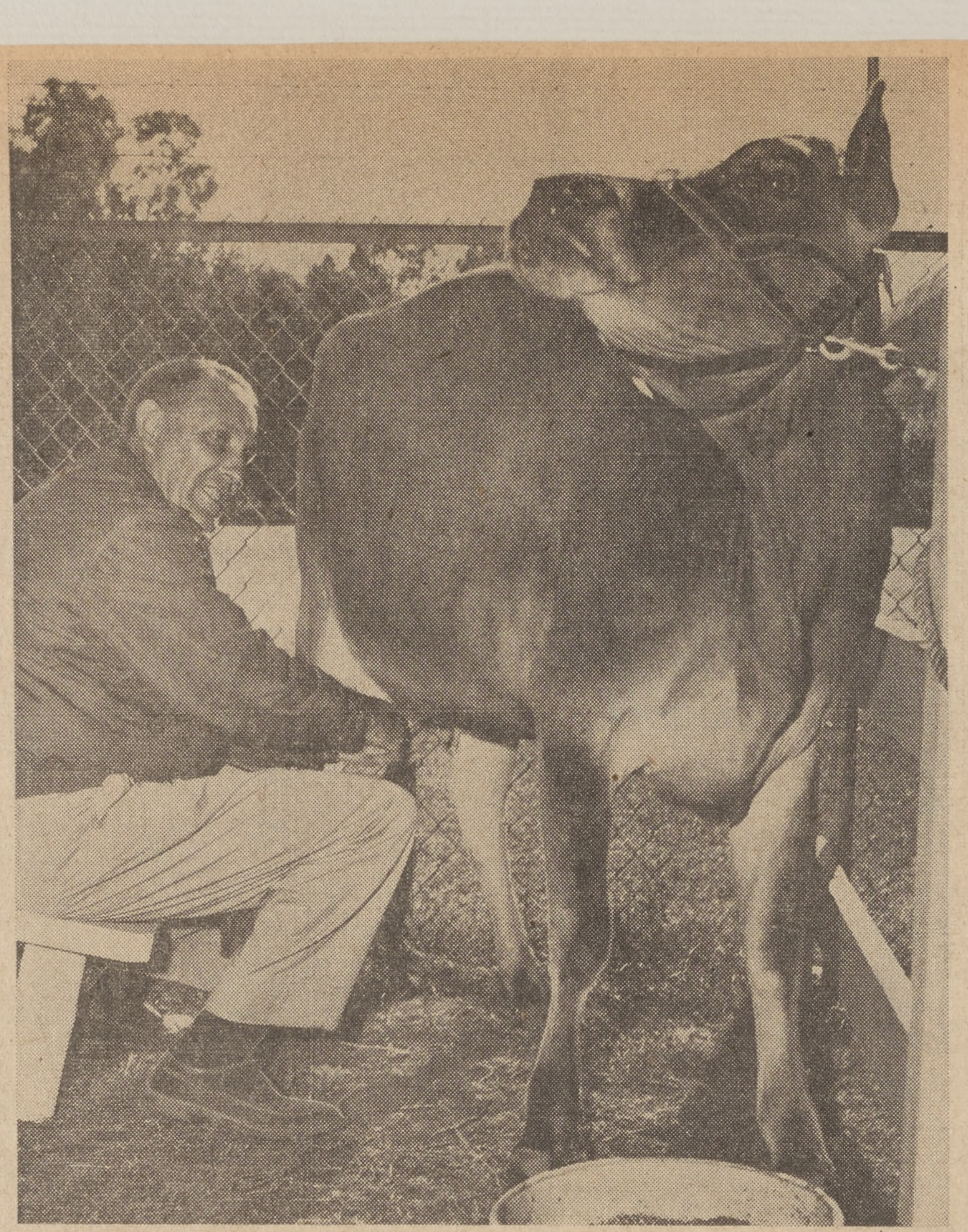

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Honoring

Those who made Fairytale Town
possible
and
The Board of Directors of
Fairytale Town, Inc.

The Junior League of Sacramento, Inc.
invites you and your
children to a
Special Preview Showing
of Fairytale Town

Friday, August 28 - 6:30 P. M.
William Land Park

R. S. V. P.
Mrs. W. J. Edinger
Rosebud Farms
Hood, California

Present invitation for admission

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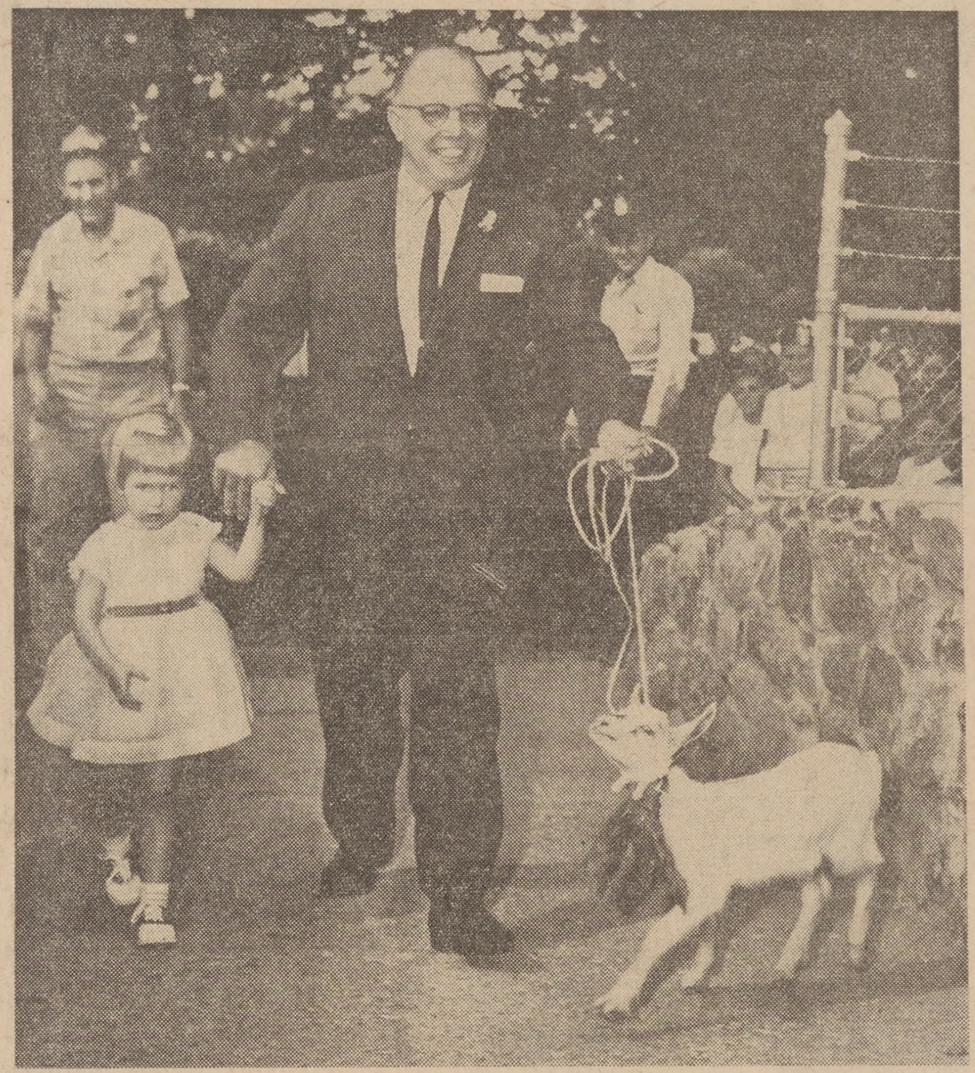
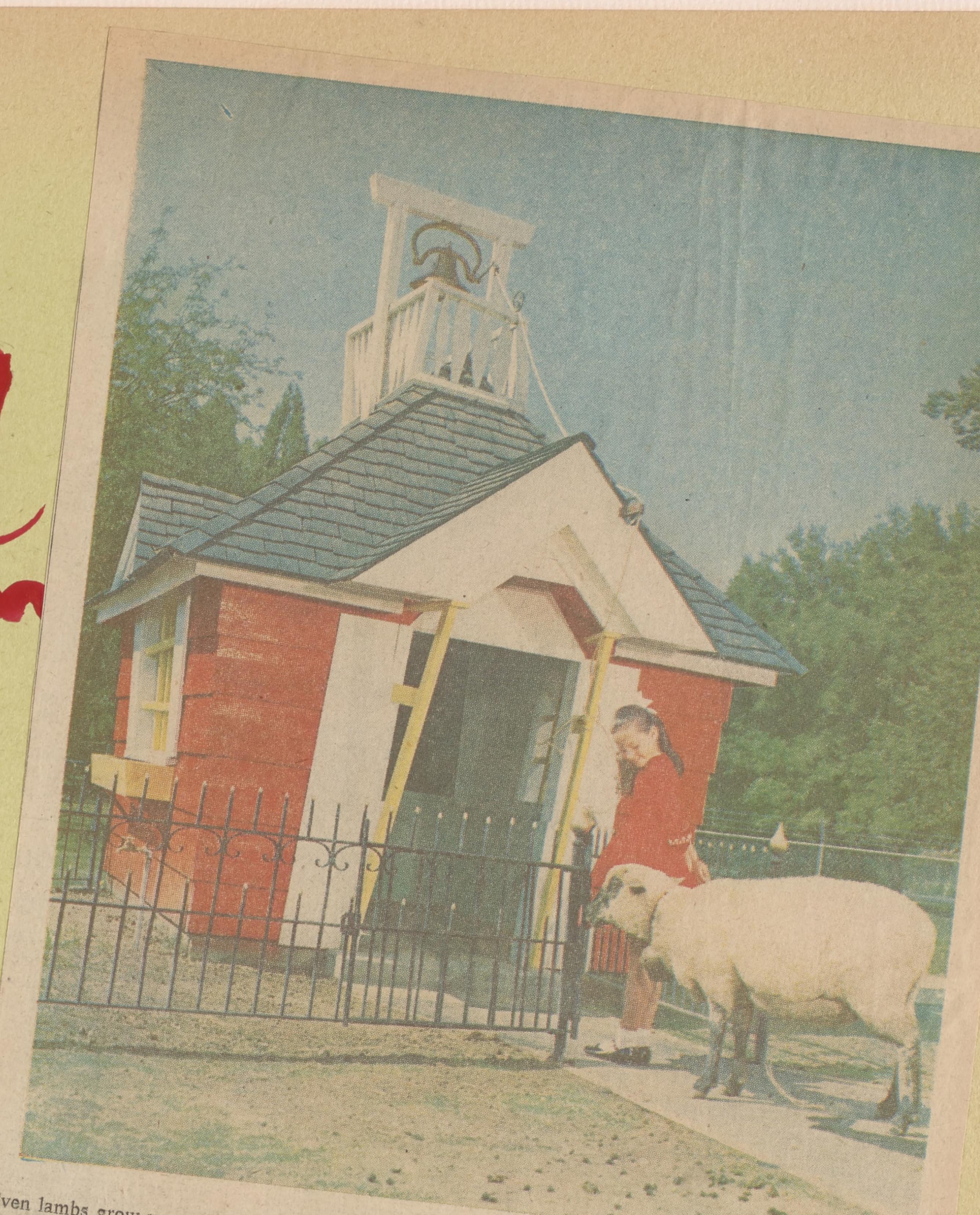
Grand Opening

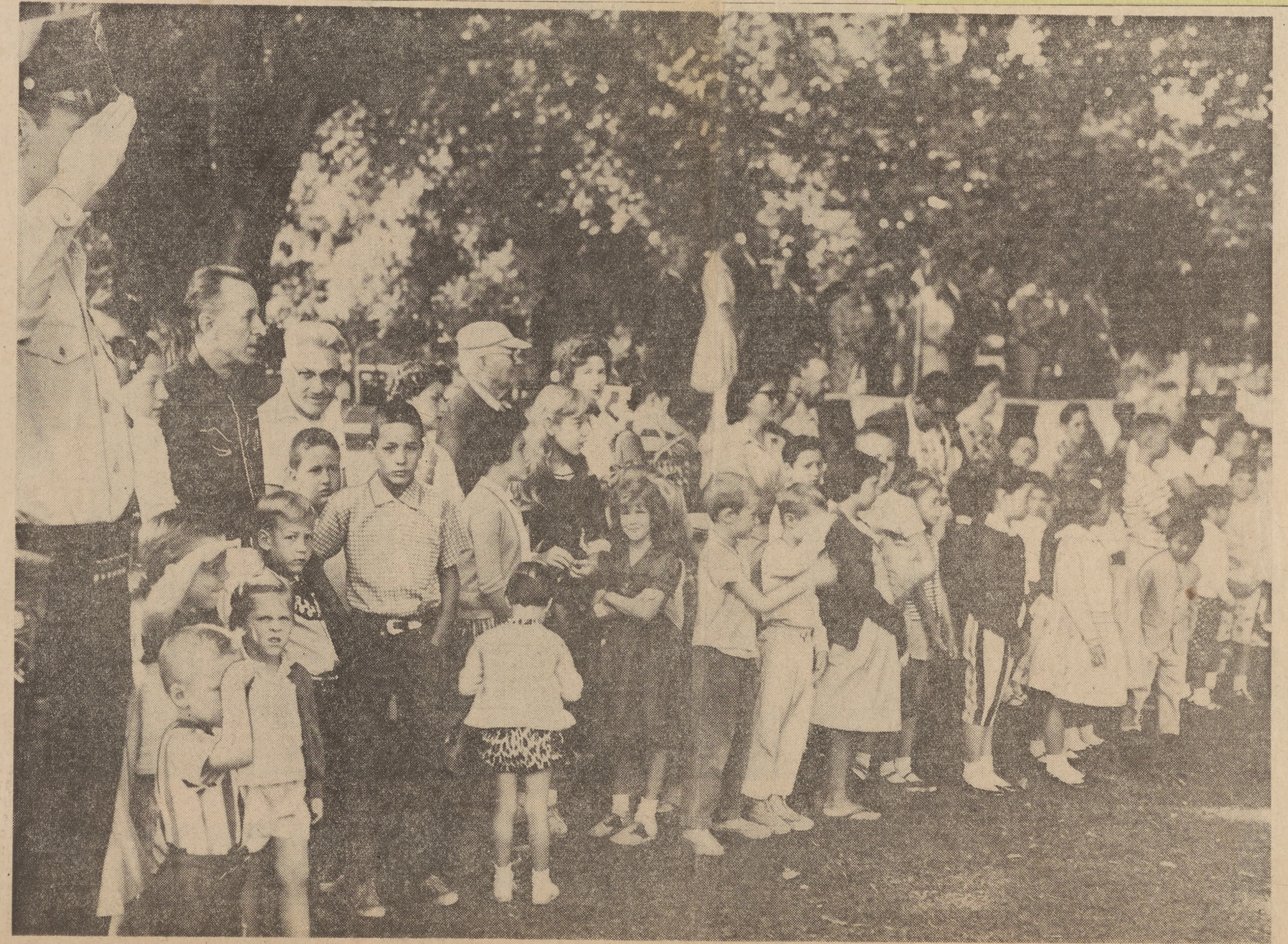


Mayor Clarence L. Azevedo escorts Theresa Anne Michaels, 3, and a Fairytale Town goat into the children's playland during today's opening ceremonies. Story on page A1. Bee Photos

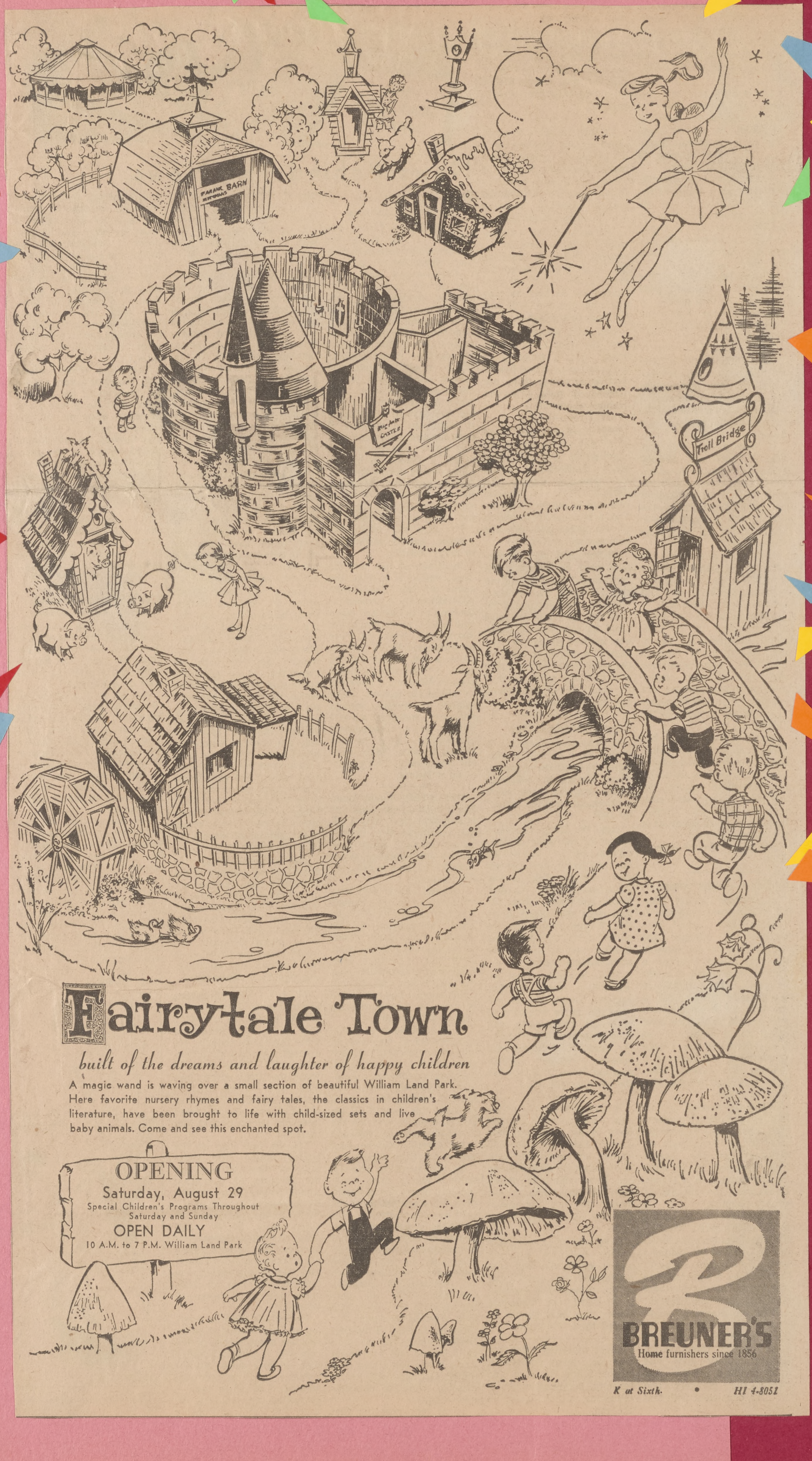


Even lambs grow up and Mary's woolly friend is no exception. A new twist on the nursery rhyme was provided by Mary Jo Ostoja, 8 year old daughter of Mr. and Mrs. Joseph J. Ostoja. She led the sheep on a preview tour of Fairytale Town which opened yesterday. Here they are about to enter The Little Red Schoolhouse. Other pictures of Fairytale Town opening are on page B6. Bee Color Photo by Don Horton

THE SACRAMENTO BEE, SATURDAY, AUGUST 29, 1959



DREAM COMES TRUE—A huge crowd, on hand today in William Land Park for the long awaited opening of Fairytale Town, listens to the National Anthem. The project was financed by private contributions and will be operated by the city parks and recreation department.



Fairytale Town

built of the dreams and laughter of happy children

A magic wand is waving over a small section of beautiful William Land Park. Here favorite nursery rhymes and fairy tales, the classics in children's literature, have been brought to life with child-sized sets and live baby animals. Come and see this enchanted spot.

OPENING
Saturday, August 29
Special Children's Programs Throughout Saturday and Sunday
OPEN DAILY
10 A.M. to 7 P.M. William Land Park

BREUNER'S
Home furnishers since 1856
K at Sixth. • HI 4-8051

THE SACRAMENTO UNION Sunday, August 30, 1959

CHILDREN PERCH on horses which draw Cinderella's pumpkin coach, following the official opening of Fairytale Town here Saturday.

Sacramento Brings Fairy Tales to Life

The Three Little Pigs, Cinderella and Mary and her Little Lamb came to life here Saturday to gladden the hearts of Sacramento boys and girls.

It was the long-awaited opening of Fairytale Town, built on a 2½-acre site in William Land Park, and thousands of eager children were on hand for the big event.

"Thousands" is the correct word. By actual count, 5692 children had filed through the turnstiles before the curtain came down at 7 P.M. to mark the end of opening day.

Mother and Dad got into the act too. Adults who visited the make-believe world (well, someone had to look after little Johnnie and Mary, didn't they?) totalled 1356.

That brought the attendance figure for the opening day to 7048.

Many of the grownups apparently knew Fairytale Town is short of funds. Quite a few handed over currency and told the attendants to "keep the change." Unsolicited contributions reached $45.20.

This sum, added to the $772.60 in paid admissions, brought the first day's total receipts to $817.80.

Mayor Clarence Azevedo was on hand Saturday for the 10 A.M. ceremonies. Mrs. Don Reid, president of the board of directors of Fairytale Town, Inc., introduced members of the Junior League, the organization which initiated the project.

Reg Fenfree, director of the city Park and Recreation Department, thanked the Junior League on behalf of Sacramento's children. The department will operate Fairytale Town.

Mayor Azevedo escorted Theresa Anne Michaels, 3-year-old daughter of Mr. and Mrs. Fred Michaels of 3050 St. Josephs Drive, over the bridge spanning the magic moat, and the playland officially was open.

With cries of glee, the youngsters raced from one fairy tale set to another.

There was Cinderella, her pumpkin coach drawn by horses. There was a drawbridge leading to King Arthur's Castle. Then there were the aforementioned Three Little Pigs, the Crooked Mile, Farmer Brown's barn, Mary and her wooly companion and many other characters straight out of Mother Goose and other nursery rhymes that helped put children—and their tired parents—to sleep through the years.

Originally, 16 sets were planned. Because funds still are about $9,000 short of the goal, all the sets have not yet been completed.

Contributions may be sent to Fairytale Town, Inc., at Room 200 in the City Hall.

Beginning today and continuing seven days a week, the playland will be open from noon to 7 P.M. The admission charge is 10 cents for children and 15 cents for adults.

BOYS AND GIRLS stream across the drawbridge into King Arthur's Castle, while two adults bring up the rear. Bridge spans a moat filled with water.

THREE WORKMEN put finishing touches on a sawdust landing area, even as children come speeding down the slide from barn in background.

Mayor Clarence L. Azevedo watches young and old file by the gate after the opening of Fairytale Town. Additional pictures on page B5.
Bee Photo by Leo Neibaur

Fairytale Town Opens, Delights Throng Of Children And Adults

By Arthur L. Wood

Mayor Clarence L. Azevedo waved a golden key this morning and now Fairytale Town belongs to the children of Sacramento.

Within minutes the 2½ acre site in William Land Park echoed to the shouts and laughter of excited, happy youngsters.

Parents were hard pressed to keep up as the children raced from one fairy tale set to another where their favorite Mother Goose characters are dramatically brought to life.

Within an hour after the 10 AM opening more than 400 adults and children had streamed across the magic moat to enter the make believe world.

Members of the Junior League which initiated the project were introduced during the brief opening ceremony by Mrs. Don Reid, president of the Fairytale Town, Inc., board of directors.

Reg Renfree, director of the city park and recreation department, which will operate Fairytale Town, thanked the Junior League on behalf of the children of Sacramento.

Mrs. Reid then handed the golden key to Mayor Azevedo. He escorted 3 year old Theresa Anne Michaels, daughter of Mr. and Mrs. Fred Michaels of 3050 St. Josephs Drive, across the moat bridge to officially open the playland.

Azevedo noted in his remarks that Fairytale Town is unfinished because of the shortage of funds. Contributions may be sent to Fairytale Town, Inc., Room 200, City Hall, Sacramento.

The portion of the town which has been completed more than satisfied the laughing youngsters who swarmed over sets depicting fairy tales or nursery rhymes such as King Arthur's castle, Farmer Brown's barn, Mary Had A Little Lamb, the Three Little Pigs and the Crooked Mile.

Starting tomorrow Fairytale Town will be open from noon to 7 PM daily. The admission charge is 10 cents for children and 15 cents for adults.

Throughout today plays and ballets were presented by individuals and groups in the children's theater. The program will continue tomorrow at 11:30 AM.

Tots, Adults Frolic In Fairytale Town

By Arthur L. Wood

The happiest sound in the world—the laughter of children at play—christened Sacramento's Fairytale Town yesterday. The two and a half acre site in William Land Park rang with the giggles of little girls and the shouts of little boys as they discovered each new and thrilling Mother Goose or nursery rhyme set.

The youngsters swarmed on, over, under, around and through the sets which depict such childhood favorites as Three Little Pigs, Farmer Brown's Barn, Cinderella's Coach, King Arthur's Castle, the Little Red School where Mary's Lamb lives, the Crooked Mile and Indian Village.

Squeals Of Delight

The live animals, including fawns, piglets, rabbits, ponies, cows, goats and birds, brought squeals of delight from tots who were lucky enough to get to feed and pet them.

Attendance Breakdown

The attendance breakdown of the opening day crowd at Fairytale Town:

Paid admissions totaled 7,048. Of these, 5,692 were children and 1,356 adults.

Boxoffice receipts totaled $772.60 and donations $45.20 for a total of $817.80.

The way the children took to Fairytale Town was typified by two boys who raced through all the sets, then spread their lunches in the tepee in the Indian Village and made themselves at home. When they finished they cleaned up the tepee and raced out for another tour of the sets.

One of the favorites of adults as well as children was the Crooked Mile set. Mothers and dads pushing strollers were as commonplace on the winding ramp as children.

Ballets and plays presented hourly by groups and individuals drew standing room only crowds to the children's theater. The program will be repeated today, beginning at noon.

The response of the opening day crowd was described as a sheer delight by Mr. and Mrs. Sumner Mering, members of the board of directors of Fairytale Town, Inc.

Mrs. Don Reid, president of the board, said adults she talked to claimed to have enjoyed themselves as much as the youngsters.

"We knew the children would fall in love with Fairytale Town but we didn't expect the grownups to react quite this much," she said.

More Work Needed

Mrs. Reid pointed out the board still needs approximately $9,000 to put finishing touches on the playland.

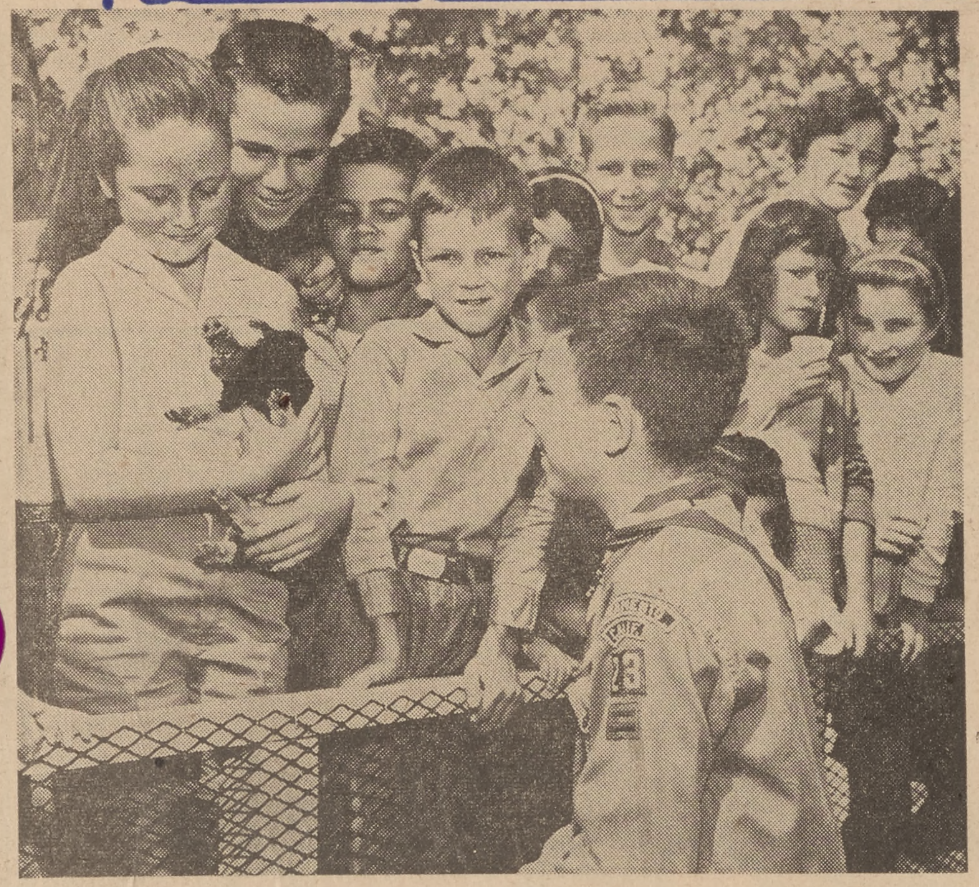
"We've built all the sets that were originally planned but we've had to cut back on landscaping and some other touches that would make it complete," she declared. "If only every family in Sacramento which has children who will use Fairytale Town would contribute $1 we could finish up and even add to it."

Contributions are being accepted at Fairytale Town, Room 200, City Hall, Sacramento.

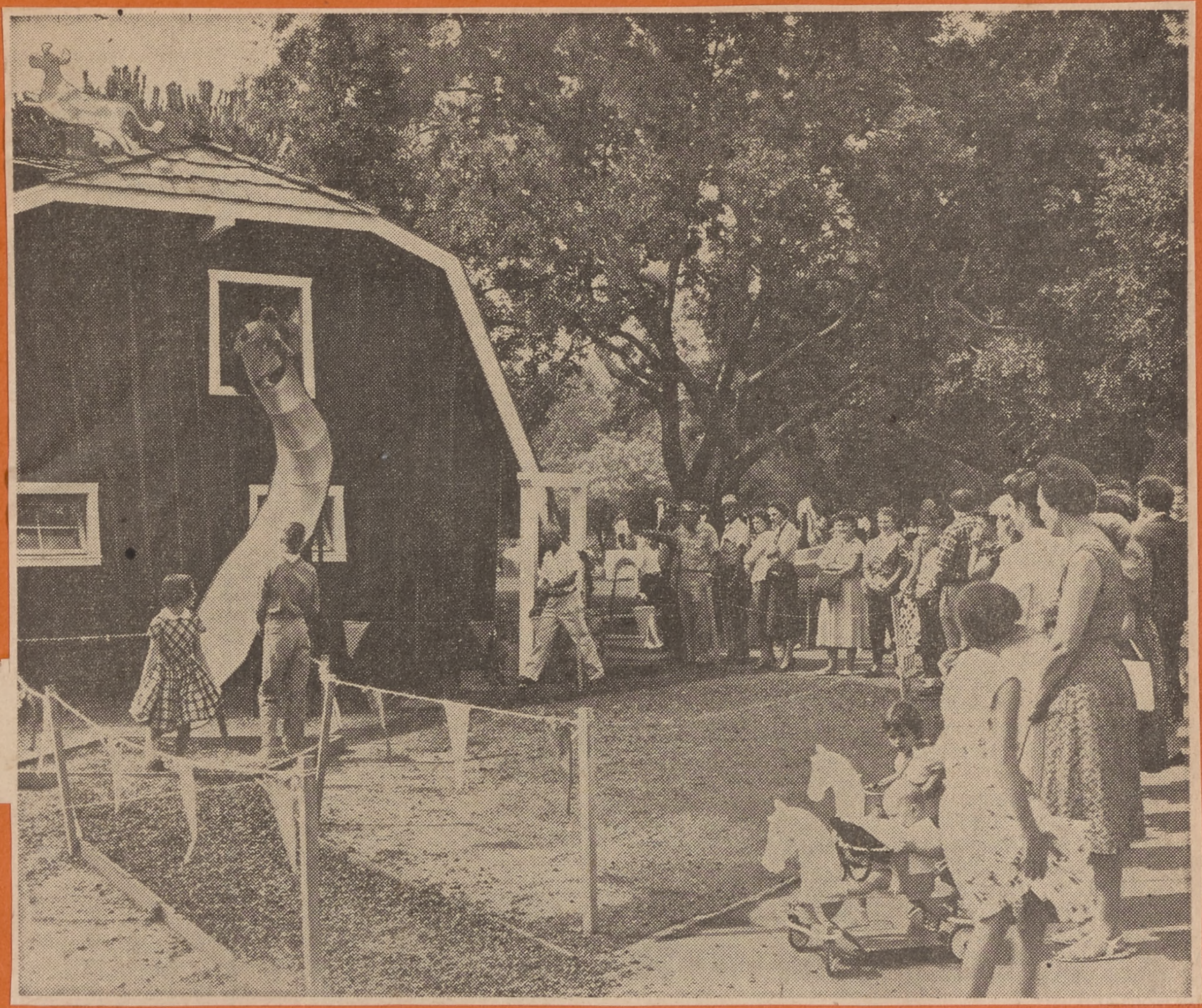
The admission fee is 10 cents for children and 15 cents for adults. The area will be open from noon to 7 PM daily.

Page B5 Sunday, August 30, 1959 Sacramento, California

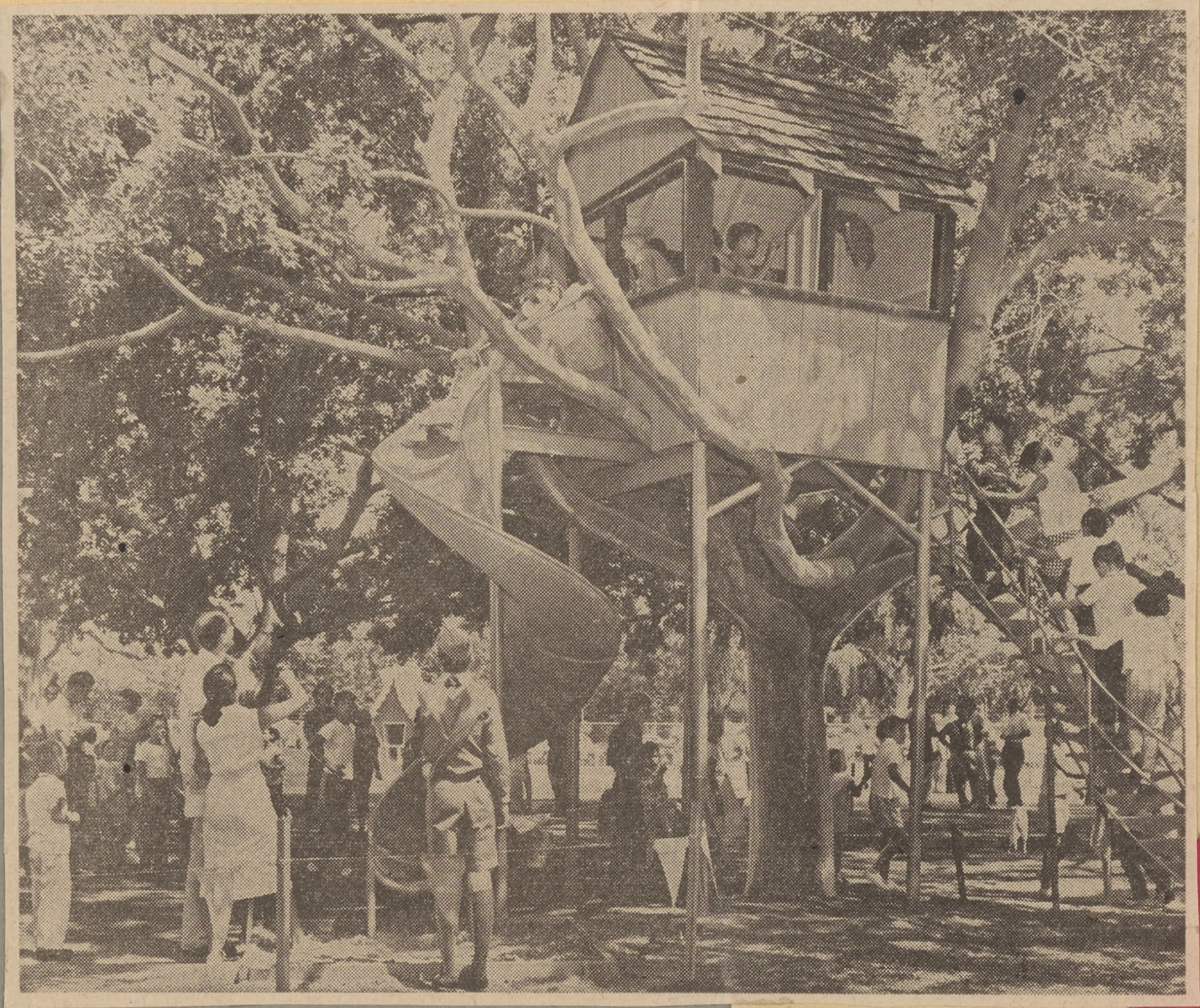
★ Fairytale Town Opening ★



Terry Johnson is the center of attention as she holds one of the Fairytale Town pigs. In the foreground is Boy Scout Jimmy Dismukes of Troop 23, who helped handle the big visitor rush.

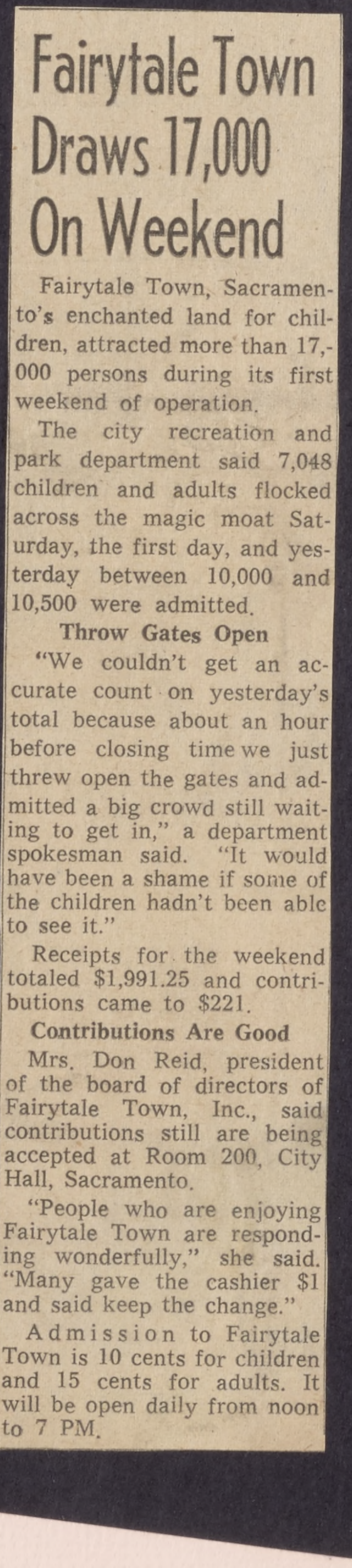


Opening day saw young and old line up in front of Farmer Brown's Barn, a major landmark in the children's dreamland.



Scores of youngsters gather around the Owl's House to inspect the tree hut and enjoy the serpentine slide in Fairytale Town.

Children of all ages try one of the most popular features, the Crooked Mile. Story on page A1. Bee Photos by Harry Wood



Fairytale Town Draws 17,000 On Weekend

Fairytale Town, Sacramento's enchanted land for children, attracted more than 17,000 persons during its first weekend of operation.

The city recreation and park department said 7,048 children and adults flocked across the magic moat Saturday, the first day, and yesterday between 10,000 and 10,500 were admitted.

Throw Gates Open

"We couldn't get an accurate count on yesterday's total because about an hour before closing time we just threw open the gates and admitted a big crowd still waiting to get in," a department spokesman said. "It would have been a shame if some of the children hadn't been able to see it."

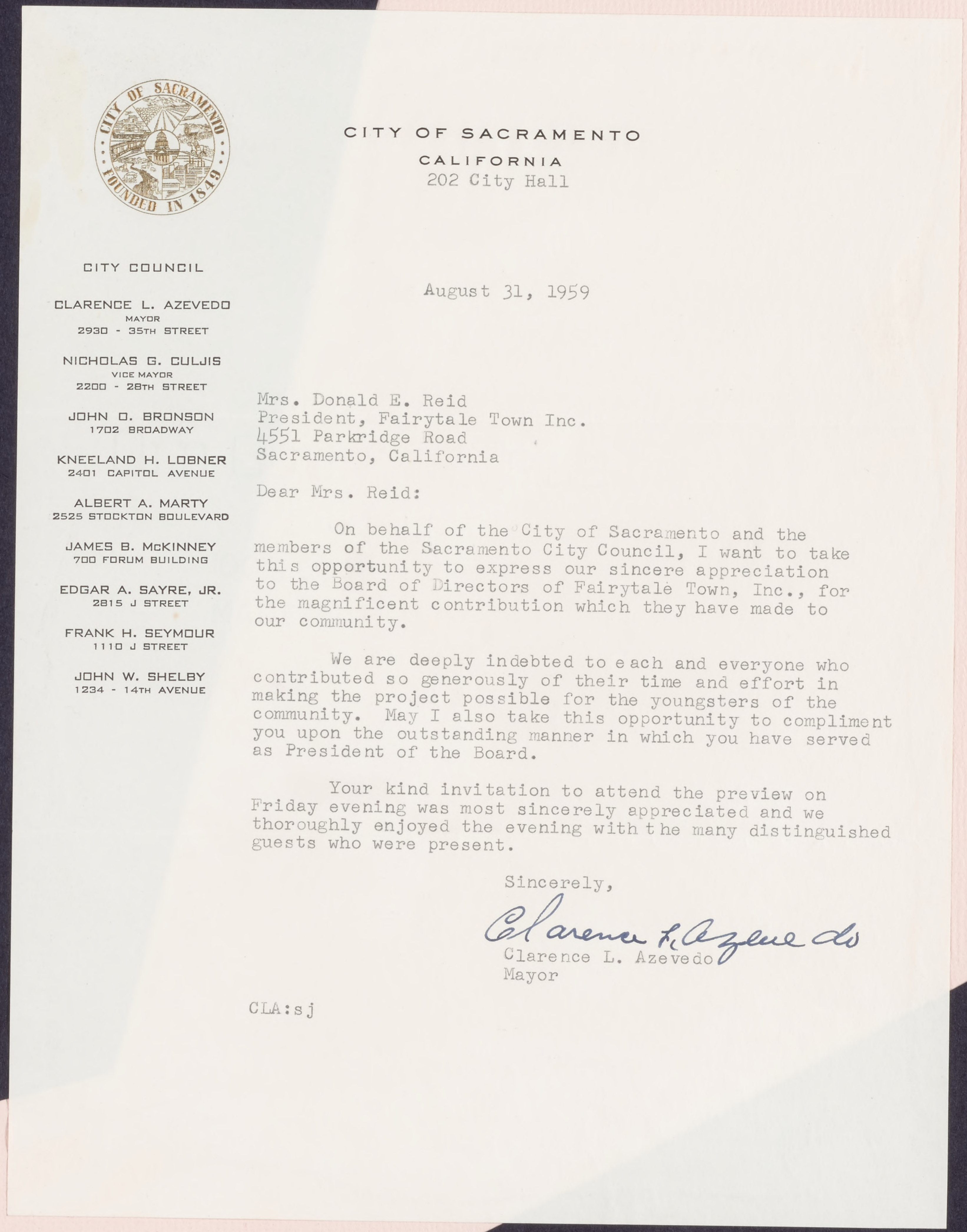
Receipts for the weekend totaled $1,991.25 and contributions came to $221.

Contributions Are Good

Mrs. Don Reid, president of the board of directors of Fairytale Town, Inc., said contributions still are being accepted at Room 200, City Hall, Sacramento.

"People who are enjoying Fairytale Town are responding wonderfully," she said. "Many gave the cashier $1 and said keep the change."

Admission to Fairytale Town is 10 cents for children and 15 cents for adults. It will be open daily from noon to 7 PM.



CITY OF SACRAMENTO
CALIFORNIA
202 City Hall

CITY COUNCIL

CLARENCE L. AZEVEDO
MAYOR
2930 - 35TH STREET

NICHOLAS G. CULJIS
VICE MAYOR
2200 - 28TH STREET

JOHN D. BRONSON
1702 BROADWAY

KNEELAND H. LOBNER
2401 CAPITOL AVENUE

ALBERT A. MARTY
2525 STOCKTON BOULEVARD

JAMES B. McKINNEY
700 FORUM BUILDING

EDGAR A. SAYRE, JR.
2815 J STREET

FRANK H. SEYMOUR
1110 J STREET

JOHN W. SHELBY
1234 - 14TH AVENUE

August 31, 1959

Mrs. Donald E. Reid
President, Fairytale Town Inc.
4551 Parkridge Road
Sacramento, California

Dear Mrs. Reid:

On behalf of the City of Sacramento and the members of the Sacramento City Council, I want to take this opportunity to express our sincere appreciation to the Board of Directors of Fairytale Town, Inc., for the magnificent contribution which they have made to our community.

We are deeply indebted to each and everyone who contributed so generously of their time and effort in making the project possible for the youngsters of the community. May I also take this opportunity to compliment you upon the outstanding manner in which you have served as President of the Board.

Your kind invitation to attend the preview on Friday evening was most sincerely appreciated and we thoroughly enjoyed the evening with the many distinguished guests who were present.

Sincerely,

Clarence L. Azevedo

Clarence L. Azevedo
Mayor

CLA:sj

Sac. Bee ~ Sept. 30, 1959

Fairytale Town Is Available For Youngster's Parties

Reg Renfree, city director of recreation and parks, yesterday announced Fairytale Town in William Land Park is available for children's birthday parties.

Reservations may be made from 1 PM to 4 PM Tuesdays through Sundays at the Troll Bridge in Fairytale Town or by telephoning GI 2-5041 and asking for Fairytale Town. It is closed on Mondays.

The basic minimum charge, including sales tax but not including admission to Fairytale Town, is $10.00. This covers refreshments and supplies for 10 persons. The charge for each person over 10 is 50 cents. The maximum number of children permitted for one party is 15.

Admission prices to Fairytale Town are: Children, 10 cents; adults, 15 cents.

The following will be furnished by representatives of Fairytale Town:

A decorated birthday cake, a packet of candles and folder of matches, cake knife server, individual ice cream slices, punch and paper cups, fancy birthday place mats, napkins, plates and spoons, a loan of any necessary serving equipment and the services of a recreation leader.

The fixed daily schedule for parties follows:

First period, 12:30 to 1:30 PM; second period, 2 to 3:30 PM, and third period, 3:30 to 4:30 PM.

It's always, "Bargain Day" in Bee Classified—it's loaded with money-saving bargains. Read Bee Classified every day. It pays! (adv

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The Sacramento Union

WM. R. CONLIN, Editor
C. E. BOROM, General Manager
C. A. MOORE, Advertising Manager
E. E. NICHOLS, Managing Editor
Phone: GIlbert 2-7811
Address: 1910 Capitol Avenue

TUESDAY MORNING, SEPTEMBER 29, 1959

Fairytale Is Big Click...

Attendance at Fairytale Town has been running just about double what was anticipated by City Recreation and Parks Department, which is in proper ratio. For Fairytale Town is just about twice as good an attraction as any of us had a right to expect.

Here indeed is a really worthwhile civic asset, a project initiated by the Junior League and pushed to fruition by City Recreation Department.

It is not surprising that groups and individuals are being drawn from throughout the Sacramento Valley, with one party reservation as far off as Redding. This out-of-town patronage can be expected to increase by next spring when the fantasyland's reputation grows.

Yesterday a woman from Hutchinson, Kans., wrote City Hall asking for plans and specifications so that she could take them back to her home community.

Reg Renfree, head of the Recreation Department, says that about 85,000 persons have been drawn to Fairytale Town since the project was opened in Land Park last July 29. He has exact figures for the first 23 days of operation, and these reflect a total attendance of 72,841.

As to be expected, the children's attendance has been excellent at 43,302. But perhaps surprising is the strong adult turnout of 29,532.

There is one other aspect of Fairytale Town, a credit so far to all involved with its conception and development, and that is the sane and moderate policy in respect to admission and concession prices. Children can spend a couple delightful hours there for 10 cents, and the adult fare is only 15 cents.

If you haven't been to Fairytale Town, you're missing one of Sacramento's prime attractions and a splendid contribution to the better life in our community.

Park Head Asks $48,300 For Fairytale Town

Reg Renfree, city director of recreation and parks, will ask the city council tomorrow night to adopt a budget of $48,300 to cover the operation of Fairytale Town in William Land Park during the remainder of the 1959-60 fiscal year.

He pointed out no expenditures will be made for the operation of the project in excess of the revenue developed.

Based On Income

The revenue estimates are based on admission fees of 10 cents for children, 12 years of age and under, and 15 cents for persons over 12.

However Renfree expressed the belief that revenue estimates of $48,300 are conservative and he expects the income to be larger.

"The attendance already has greatly exceeded our expectations," he said, "and we are pleased to report that this new facility has now completed its first month of operation without any serious problems having developed.

83,004 In Month

"During the period of August 29th through September 28th, a total of 83,004 admissions were registered. This was broken down into 48,986 children, 12 years and under, and 34,018 over 12.

"From the comments received from those visiting the area, it can be assumed that this activity has been very favorably accepted by the citizens of our community and it is apparent that we will continue to enjoy a full participation by both children and adults in the future."

Sac. Union ~ Sept. 23

Birthday Party a Problem? Just Dial Fairytale Town

Are plans for Junior's birthday party getting you down, Mother? Don't give up—call Sacramento Recreation and Park Department. Starting today, the department is accepting advance reservations for birthday parties at Fairytale Town.

For $10, the department will furnish you a place to hold the party and all the goodies which go with it. The price, however, does not include admission fees to Fairytale Town itself.

Procedure calls for temporary reservations to be made in person at the Troll Bridge, Fairytale Town, or by telephone, GIlbert 2-5041. Reservations may be made Tuesday through Sundays from 1 to 4 P.M.

The $10 minimum charge is for a party of 10 youngsters. Each additional child, up to a maximum of 15, costs another 50 cents.

This charge includes a decorated birthday cake, a packet of candles and folder of matches, a cake knife server, individual ice cream slices, punch and paper cups, lettered card with birthday child's name at entrance to party area, and a warden (recreation leader) to conduct the party.

Party schedule Tuesday through Sundays will be 12:30 to 1:30 P.M., first period; 2 to 3 P.M. Second period, and 3:30 to 4:30 P.M., third period.

Admission to Fairytale Town itself is 10 cents for children and 15 cents for adults.

The department warned the temporary reservation is not enough. If a date and time wanted is available, the party giver will be mailed two copies of a confirmation form which must be completed.

The form must be signed and delivered to Troll Bridge, Fairytale Town, William Land Park, Sacramento, along with the fee 10 days before the party date.

Sac. Union - Sept 30

Fairy Town Attendance Hits 83,004

Attendance at Fairytale Town during the first month of operation has greatly exceeded expectations, according to Reg Renfree, city director of recreation and parks.

From August 29 through September 28, 83,004 admissions were registered. This included 48,986 children 12 years and under, and 34,018 over 12.

"Considering that the landscaping has not been fully developed," Renfree said, "the total admission to date became more amazing. Most of the grassed areas have been closed for use, awaiting the full growth of the turf. We can look forward to a more enjoyable facility for the children as these areas are opened during the winter and spring," he added.

In the last week, Renfree declared, arrangements were completed for use of King Arthur's castle as a birthday party area. During the first four days of taking reservations for such parties, the department received 110 requests.

Renfree will ask City Council tonight to adopt a budget of $48,300 to cover operation of Fairytale Town during the rest of 1959-60. He said no expenditures will be made for operation in excess of revenue developed.

Sac. Bee - Sept. 25

Fairytale Town Slates New Hours

Edward McGivern, supervisor of playgrounds in the city recreation and park department, today announced a new time schedule for Fairytale Town, the children's amusement zone, pony rides and the zoo in William Land Park beginning Sunday.

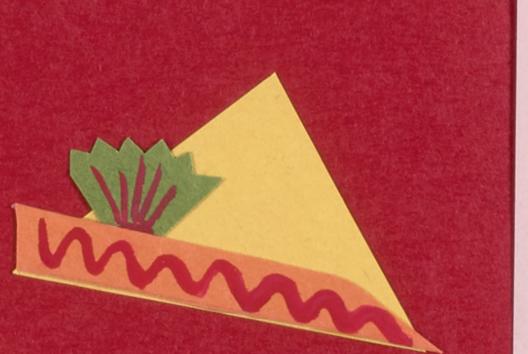
The new schedule goes into effect with the end of daylight saving time. It follows:

Fairytale Town — Tuesday through Sunday, noon to 6 PM; closed Monday.

Amusement zone — Sunday, 11 AM to dark; Saturday, noon to 5 PM; closed Monday through Friday.

Pony rides — Sunday, 10:30 AM to 5 PM; Tuesday through Saturday, 11 AM to 4 PM; closed Monday.

Zoo—Sundays, 8 AM to 6 PM; Monday through Saturday, 8 AM to 4:30 PM.



RECREATION AND PARK DEPARTMENT
SACRAMENTO CALIFORNIA

SEPTEMBER 21, 1959 BULLETIN #48

INFORMATION ON BIRTHDAY PARTY RESERVATIONS
CHILDRENS' FAIRYTALE TOWN

HOW TO MAKE RESERVATION:

Temporary reservations must be made first:
IN PERSON - at the Troll Bridge, Fairytale Town or
TELEPHONE - GIlbert 2-5041 (ask for Fairytale Town)

RESERVATIONS MAY BE MADE TUESDAYS THRU SUNDAYS FROM 1:00 TO 4:00 P.M.
(CLOSED ON MONDAYS)

If a date and time satisfactory to you is available, you will be mailed two copies of a CONFIRMATION FORM which gives complete information on the refreshments and supplies included in the basic minimum charge, how to pay for your reservation, how to order extra supplies, procedures for setting up the parties, what to do in case of bad weather, how to make cancellations, etc. In order to CONFIRM your TEMPORARY RESERVATION and make it final, you must sign the confirmation and together with your PAYMENT bring it TEN DAYS PRIOR TO BIRTHDAY PARTY date to:

TROLL BRIDGE
FAIRYTALE TOWN
WM. LAND PARK

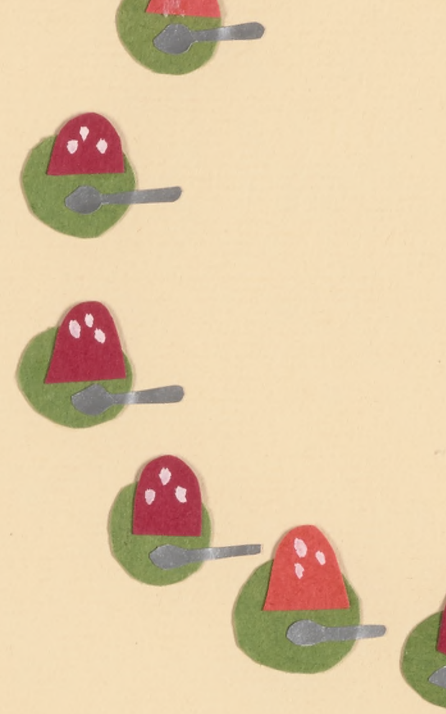
BASIC COST:

The basic minimum charge, including Sales Taxes, is $10.00. This covers the refreshments and supplies listed below for 10 persons, children and adults. The charge for each person over 10 persons is 50¢ including taxes (Maximum number of children - 15). Admission to Children's Fairytale Town is NOT included in the above prices. Admission prices to Fairytale Town are: Children - 10¢; Adults - 15¢

THE BASIC MINUMUM CHARGE INCLUDES THE FOLLOWING:

1. Decorated Birthday Cake inscribed with "Happy Birthday" and the Child's name.
2. Packet of candles and folder of matches.
3. Cake knife-server.
4. Individual ice cream slices

OVER



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Reg Renfree, head of the Recreation

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Sac. Union - Sept 30

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"Considering that the landscaping has not been fully developed," Renfree said, "the total admission to date became more amazing. Most of the grassed areas have been closed for use, awaiting the full growth of the turf. We can look forward to a more enjoyable facility for the children as these areas are opened during the winter and spring," he added.

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The department warned the temporary reservation is not enough. If a date and time wanted is available, the party giver will be mailed two copies of a confirmation form which must be completed.

The form must be signed and

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5. Punch and paper cups.
6. Fancy birthday place mats, napkins, plates, and spoons
7. Lettered card with child's name for Announcement Sign at entrance to party area.
8. Loan of any necessary serving equipment.
9. Party favors.
10. Recreation Leader to Conduct party.

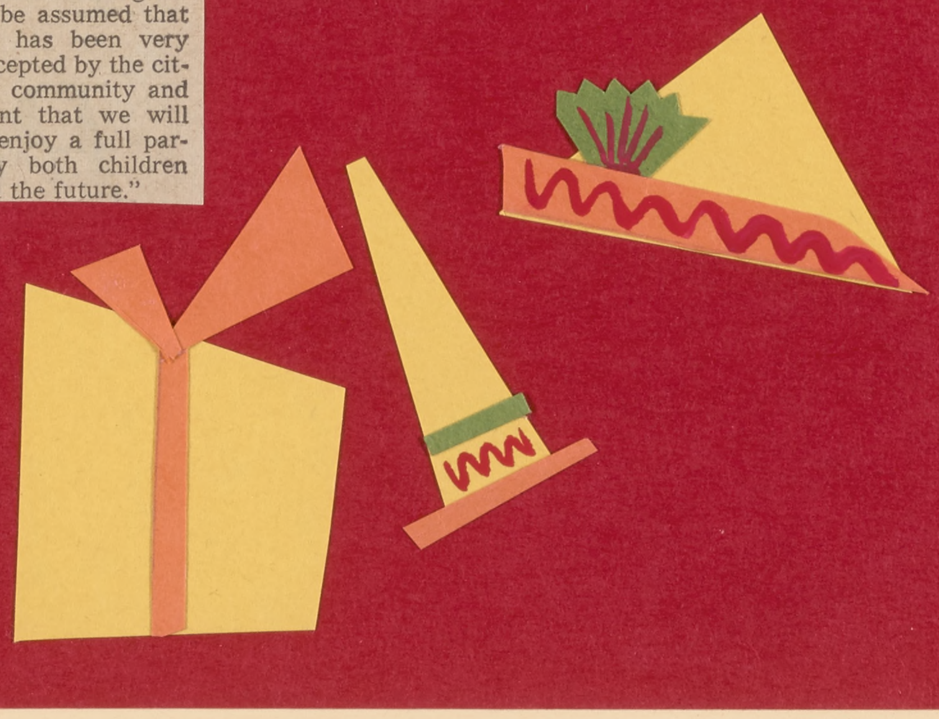
FIXED DAILY SCHEDULES FOR PARTIES:

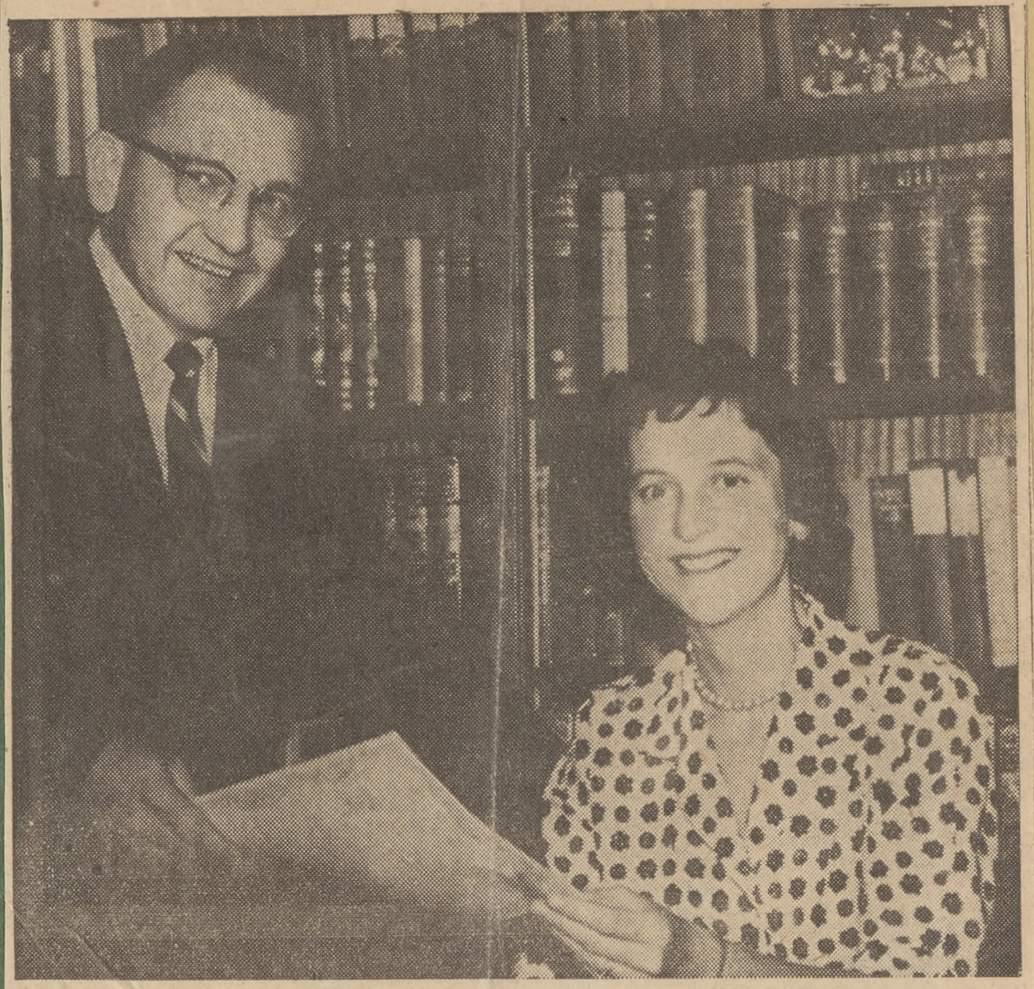
TUESDAY THRU SUNDAYS (CLOSED MONDAYS)

FIRST PERIOD .... 12:30 p.m. to 1:30 p.m.
SECOND PERIOD ...... 2:00 p.m. to 3:00 p.m.
THIRD PERIOD .... 3:30 p.m. to 4:30 p.m.

EDWARD MC GIVERN
SUPERVISOR OF PLAYGROUNDS

A. O. PAULY
SUPERINTENDENT OF RECREATION





PHILIP MERING, newly elected president of Fairytale Town, Incorporated presents retiring president, Mrs. Don Reid, a scroll of appreciation for her service as president for three years.

Mering Heads New Board

Climaxing a year which saw the successful fruition of three years of hard work, with the opening of Fairytale Town, the board of directors has elected new officers.

Officers for the coming year are Philip Mering, president; Mrs. Thomas J. Nolan, vice-president; Mrs. Fritz Von Geldern, secretary, and Allan Thomas, treasurer.

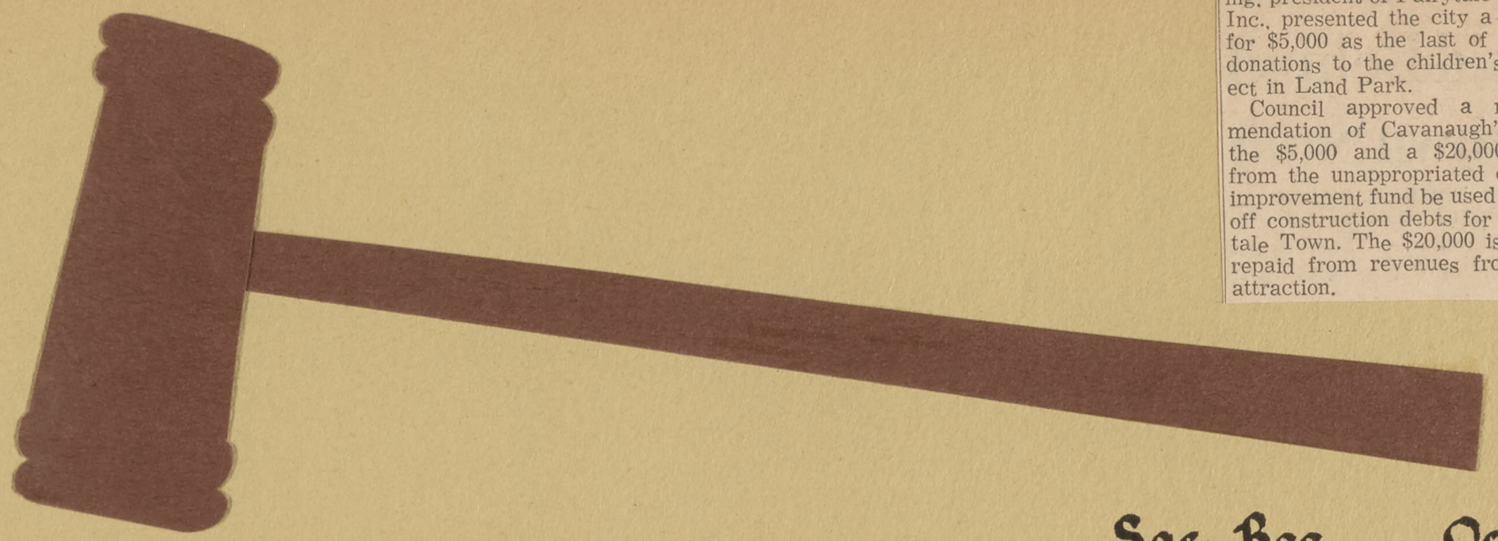
New board of directors now consists of Mrs. Don Reid, past president; Dr. Lester G. Brownell, Mrs. K. W. Blankenberg, Al Caples, Mrs. Edwin Grebitus, Jr., Albert W. Hellenthal, Ralph Herbert, Mrs. Sumner Mering, and, replacing retiring members R. G. Renfree and Ray Silva, Edward McGivern and Hank Spencer.

Mrs. Don Reid was presented a scroll in appreciation of her services as president for the past three years.

It was reported at the meeting in the first 11 weeks since its opening August 29 more than 101,000 children and adults have visited Fairytale Town.

BOARD OF DIRECTORS - FAIRYTALE TOWN
President - Philip Mering

Name and Organization	Address ---		Phone
Hazel Blankenburg (Mrs. K. W.) P.T.A. Council Representative	1117 Teneighth Way	Res.	GI 8 0903
Dr. Lester G. Brownell Dentist (send notices to office) ..	1423 41st St. 11th and L Streets	Res. Off.	GL 5 8086 GI 3 6404
Al Caples Buildingand Construction-Trades Council	2525 Stockton Blvd. (office)	Off.	GL 5 2623
Georgeanna Else (Mrs. Robert) Artist	5871 Shepard	Res.	GL 5 7108
Elizabeth B. Grebitus (Mrs. Edwin Jr.) Junior League Representative	2100 Boyer Dr., Carmichael		IV 9 5306
Al Hellenthal Ad Club Respresentative-Clark & Elkus	4740 Hazelwood Ave., Carmichael	Res. Off.	IV 7 4222 GI 2 2956
Ralph Herbert Ad Club Rep. - KXTV-TV	7217 Cromwell Way Sacramento 22	Res. Off.	GA 8 7530 GI 1 4041
Ed McGivern City Recreation and Park Dept.	2431 33rd Ave.	Res. Off.	GA 8 2246 GA 8 3562
Helen Mering (Mrs. Sumner) Public Relations	1535 39th St.	Res. Off.	GL 5 9125 GI 3 8051
Philip Mering Lawyer President	5705 Carlson Dr.	Res. Off.	GL 1 7831 GI 2 0794
Jeanada Nolan (Mrs. Thomas J.) Representative - Sacramento City Unified School District Vice-President	1321 40th St.	Res. Off.	GL 6 2629 HI 4 6060 Ext. 244
Marjorie I. Reid (Mrs. Don E.) Junior League Representative	4551 Parkridge Rd.	Res.	GL 5 7514
Anthony Spencer William Land Park Zoo	5007 Del Rio Rd.	Res. Off.	GI 3 5447 GL 6 0611
Allan Thomas Crocker Anglo National Bank Treasurer	6455 Oakridge Way Sacramento 22	Res. Off.	GL 6 9407 HI 4 7800
Gayiel von Geldern (Mrs. Frederick) Jr. League Representative Secretary	341 39th Way	Res.	GL 7 8074



THE SACRAMENTO UNION Friday, Nov. 20, 1959

FAIRYTALE TOWN CHECK PRESENTED

Councilman-elect Philip Mering, president of Fairytale Town, Inc., presented the city a check for $5,000 as the last of public donations to the children's project in Land Park.

Council approved a recommendation of Cavanaugh's that the $5,000 and a $20,000 loan from the unappropriated capital improvement fund be used to pay off construction debts for Fairytale Town. The $20,000 is to be repaid from revenues from the attraction.

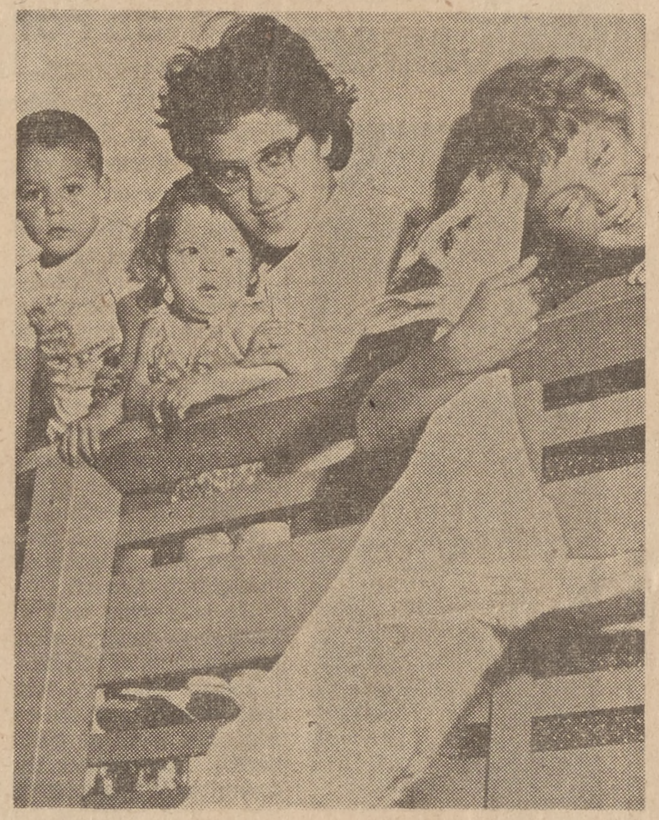
Kirtley Speaking

By KIRT MacBRIDE

Sacramento's Fairytale town differs from similar kiddielands in other towns in that here the kids have something to do, where elsewhere they just look . . .

Sac. Bee Oct 30.

Camera Cornered



FRIENDLY—Carol Williams gets acquainted with a goat in Fairytale Town. Bee Photo

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Fund Is Approved For Fairytale Town

The appropriation of $48,300 for the operation of Fairytale Town in William Land Park for the remainder of the fiscal year was approved.

R. G. Renfree, city director of parks and recreation, said admissions to Fairytale Town have exceeded estimates. Admission receipts are expected to offset expenses and build up a surplus to be spent for improvements and expansion.

Oct. 25

George, Talking Crow At Fairytale Town

Stewart Scott and George, the talking crow, will present a series of weekly programs in Fairytale Town in Land Park, beginning today at 2 P.M. in the Children's Theater.

Edward McGivern, supervisor of playgrounds for the city, said Scott is an internationally known ventriloquist who was taught by the same teacher as Edgar Bergen. His act also includes feats of magic.

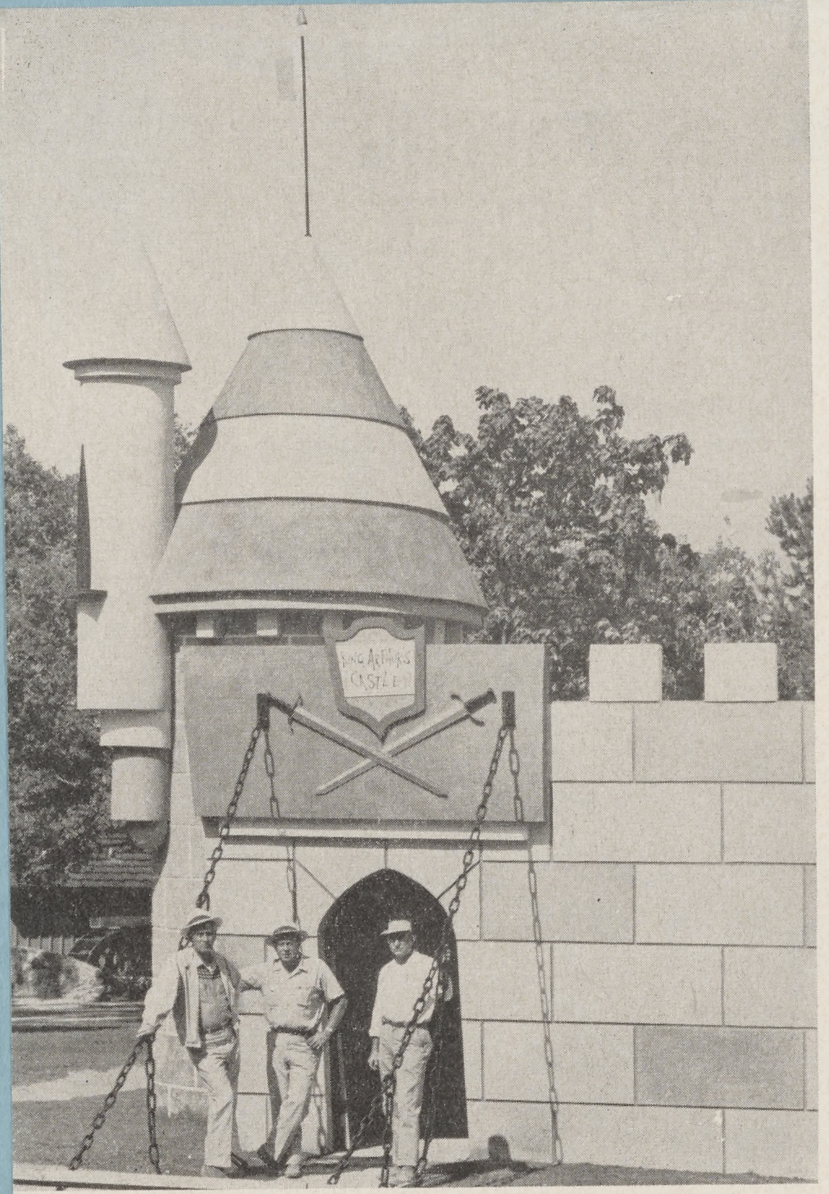
Fairytale Town is open every day but Monday from noon to 5 P.M. Admission is 10 cents for children and 15 cents for adults.

WOOD, WIRE AND METAL LATHERS' INTERNATIONAL UNION
ORGANIZED DEC. 15TH 1899

Vol. LX January, 1960 No. 5

the LATHER
UNITED STATES & CANADA

Fairy Tale Town



Pictured on the drawbridge of King Arthur's Castle are left to right: Bernie Scollan, Jim Scollan and James Brennan.

The lathing and plastering industry has contributed tremendously to the success of one of Sacramento's most delightful projects . . . the construction of a beautiful Fairy Tale Town for the children of the Capital City.

The fairyland atmosphere of King Arthur's Castle, The Gingerbread House, the Tortoise, Hare, Crooked Mile, Toad Stools, Candlesticks, Cinderella's Pumpkin Coach and other highly romantic locales of Fairy Tale Town are primarily the result of the expert craftsmanship of the men of one of the oldest lathing and plastering firms in Sacramento . . . The Thos. F. Scollan Co., which holds California State license number 88.

Founded in 1890, the Scollan firm has been managed successively by W. B. Scollan and H. F. Scollan who were succeeded by the present third generation Scollans, Bernie and Jim. The great skill and ingenuity, the professional background and facilities required for the construction of the buildings of the fabulous children's recreational area were amply met by the Scollan firm.

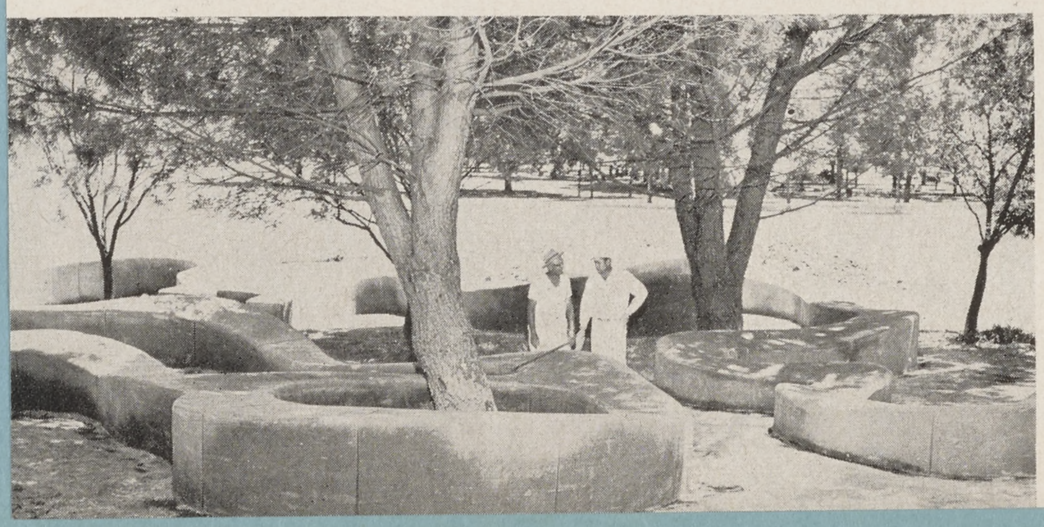
It is no surprise that the Thos. F. Scollan Co. should participate in this important Sacramento assignment when it is realized that this fine firm has participated in the majority of major municipal projects in the Sacramento area for decades. Lathing superintendent James T. Brennan and Plastering superintendent Clifford A. Herman report that a total of 1,862 hours of labor have gone into the Fairy Tale Town project.

Sacramento's Fairy Tale Town was started in April, 1955 by the Sacramento Junior League through whose efforts the City Council designated a two and one-half acre site in William Land Park.

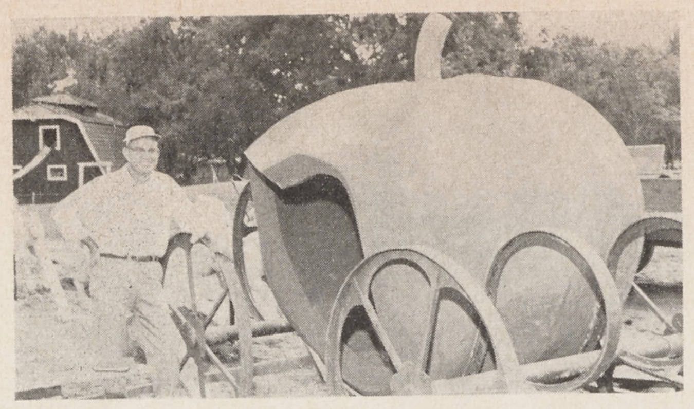
John Otto was the general contractor on this project. The buildings were constructed from perfect scale models designed by a local artist, Mrs. Georgianna Else, who was assisted in the model construction by Mr. Richard Mier. Basic construction of the buildings is cold rolled channel iron, galvanized metal lath and portland cement. The plaster was both machine and hand applied with a color stucco finish.

It is interesting to note that quite a lot of pre-fab work was done in the Scollan firm's yard and transported to the Fairy Tale Town site.

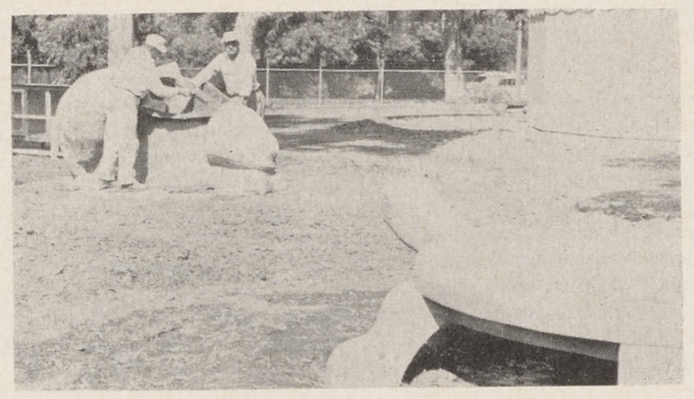
All of the actual sets are constructed at the children's level and while adults are welcome in the area they will find it necessary to adjust themselves to child size facilities.



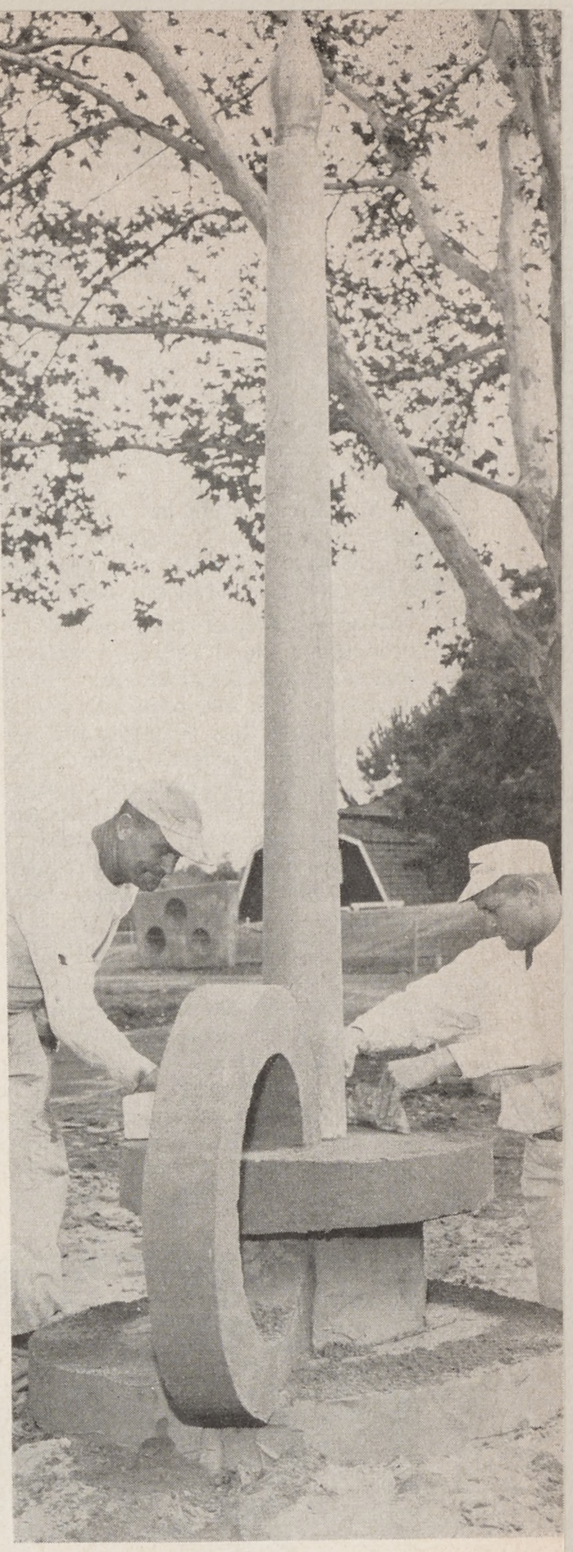
"The Crooked Mile" is given a final check by Plastering Superintendent Cliff Herman (right) and Carpenter Superintendent Greenleaf.



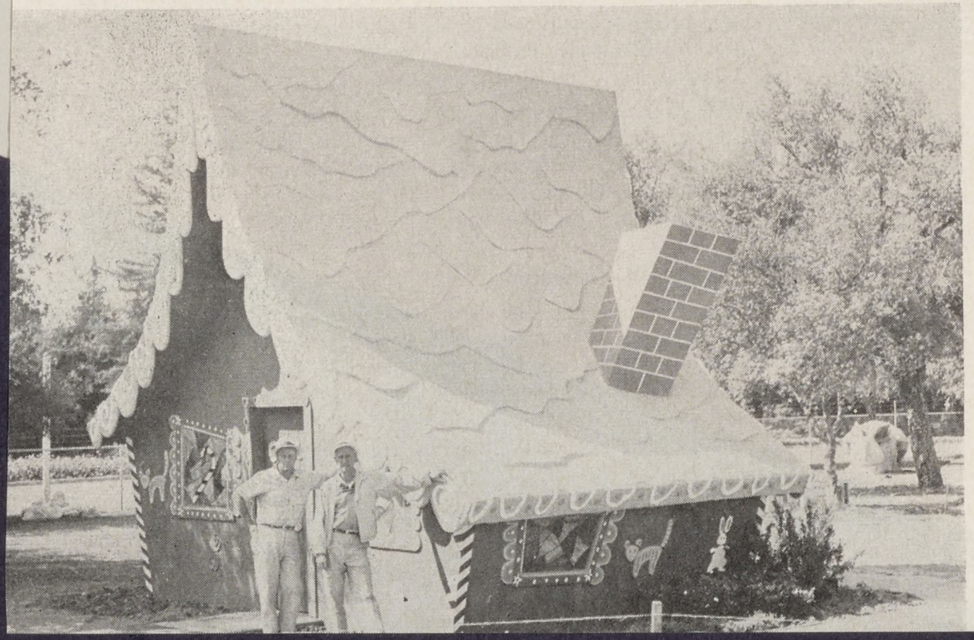
"The Pumpkin Coach" meets with Lathing Superintendent James Brennan's approval.



Cliff Herman and James Brennan view the race of the "Hare and the Tortoise".



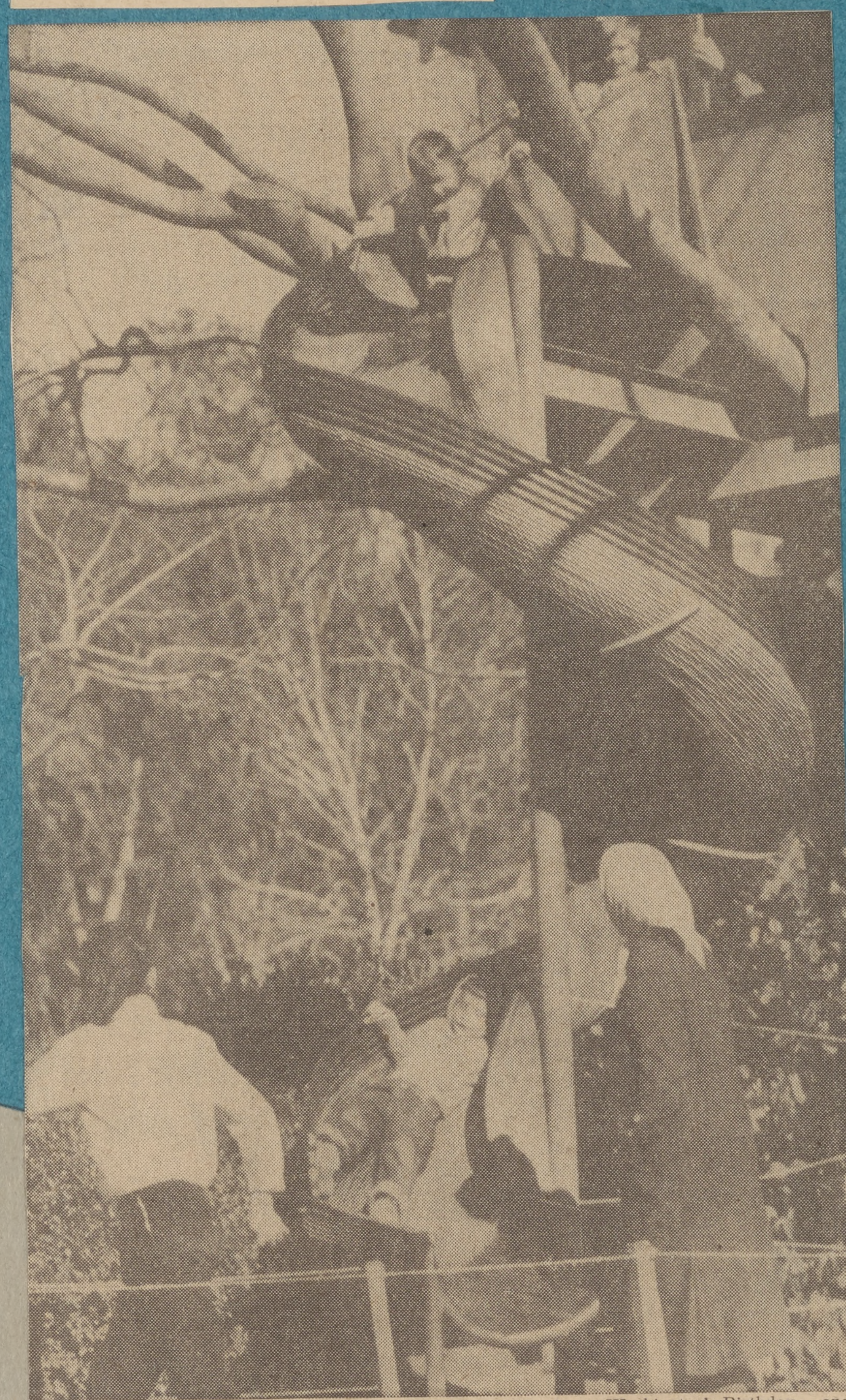
Jack will have to jump pretty high to get over this candlestick say both Cliff Herman and Rube Snellings.



Jim and Bernie Scollan feel the "Gingerbread House" looks like the real thing.

The Sacramento Union
TUESDAY MORNING, FEBRUARY 23, 1960

Fairytale Town's Tots



IT WAS A BIG DAY at Fairytale Town in Land Park Monday — Washington's Birthday — and these happy children obviously are thrilled by their fast ride down the tree house slide. Officials said there were 3600 paid admissions to Fairytale Town—2000 children and 1600 adults. About 4300 adults and children entered the attractions Sunday. Officials said Monday's attendance was "most satisfactory" since the Town isn't usually open on Mondays and since this is the off season.

Looking Around
By James J. Brown

EASTER and Spring and new life bursting forth everywhere, especially at the William Land Park Zoo, where genial zookeeper Hank Spencer reports a bumper crop of new baby animals. The zoo and the adjacent Fairytale Town, of course, have been a mecca for youngsters since Easter vacation began.

Among the new additions to the zoo, Hank says, are a baby eland, twin aoudads (Barbary sheep), a baby mouflon sheep and a tiny axis deer. The zebra is expecting next month and so are the mama llama, zebu and black antelope.

At Fairytale Town, Spencer just delivered a new set of baby pigs for the Three Little Pigs layout.

"It's the fourth set since the place opened last September," Hank says. "They grow too big too fast."

FAIRYTALE TOWN PLANS EASTER WEEK EVENTS

Special programs will be held in Fairytale Town during Easter week.

"The Clown of Doodle Doo," a chilren's play produced and directed by Elisse Sharee, will be presented April 16 at 1 and again at 2 P.M. in the children's theater.

At 3 P.M. between the Jack and Jill hills, Boy Scouts Indian dancers from the Ono chapter of the Golden Empire Council will present authentic eastern tribal dances.

Easter Sunday at 1 and 2 P.M., city Recreation and Park Department dancing classes will present "Easter With Mother Goose." Throughout the week and on Easter Sunday, puppet shows featuring the animal residents of Fairytale Town will be given, in the children's theater.

Edward McGivern, city supervisor of playgrounds, said the Easter bunny will be at Fairytale Town Easter Saturday and Sunday to greet youthful visitors.

Sac. Bee - Apr. 7

New Hours For Fairytale Town Are Announced

Edward McGivern, supervisor of playgrounds for the city recreation and park department, today announced that effective Tuesday Fairytale Town in William Land Park will be open from 10 AM to 6 PM every day except Monday, when the facility is closed.

Fairytale Town currently is open from 10 AM to 5 PM.

Effective May 1st, birthday parties no longer will be permitted on Sundays in King Arthur's Castle.

Reservations already made for the use of King Arthur's Castle will not be affected by the change in policy.

Birthday parties are scheduled other days at 11 AM, 12:30, 2 and 3:30 PM, for one hour.

SAC. UNION APR 7

Fairytale Town Extends Hours

Edward McGivern, general supervisor of youth activities for the City Recreation and Park Department, announced that effective today, Fairytale Town hours will be from 10 a.m. to 7 p.m. Tuesday through Sunday, closing one hour later than heretofore.

Birthday parties in King Arthur's Castle are conducted weekly Tuesday through Saturday. Reservations for parties may be made by calling GI 2-5041 and asking for Fairytale Town. Five fixed daily periods for parties are: 11 a.m., 12:15 p.m., 1:30 p.m., 2:45 p.m. and 4 p.m.

Effective June 16 and throughout the school vacation months, one additional party time will be scheduled for 5:15 p.m.

Sac. Bee ~ Apr. 9

Fairytale Town Plans Special Easter Events

Edward McGivern, supervisor of playgrounds for the city recreation and park department, Tuesday announced special programs are being arranged for the next week and on Easter Sunday to be presented in Fairytale Town, William Land Park.

Throughout next week, a school vacation period, puppet shows will be given at various hours in the children's theater.

On Saturday, April 16th, The Clown Of Doodle Doo, a children's play produced and directed by Elisse Sharee, will be presented at 1 PM and 2 PM. At 3 PM on the same day Boy Scout Indian dancers from Ono Chapter of the Golden Empire Council will present eastern tribal dances.

On Easter Sunday, April 17th, the recreation and park department dancing classes will present Easter With Mother Goose at 1 PM and 2 PM.

Youthful visitors to Fairytale Town on April 16th and 17th will be greeted by the Easter Bunny.

'I FOUND ANOTHER ONE'—An Easter dream dear to children the world over comes true for Cindy Nielsen, 4, on an egg hunt in William Land Park. Giving her an assist is Gary Smith, dressed as the traditional bunny. Cindy is the daughter of Mr. and Mrs. Andrew Nielsen. Bee Color Photo by Gene Rose

Many Sacramentans are taking part in the special Easter programs in Fairytale Town. Shown in a scene in The Clown Of Doodle Doo, performed in the little theater, are, from left, Lee Sauer, Dick Bell and Debra Constantine. A huge throng is expected for today's events.

SACRAMENTO, CALIFORNIA, SUNDAY, APRIL 17, 1960

Fairytale Town Is Due For Easter Boom

By Curtis R. Burau

Fairytale Town was prepared today to welcome hordes of holiday minded youngsters and adults as it celebrates its first Easter Sunday opening since the Mother Goose playground put out its welcome mat for the first time last August 29th.

Officials of the city recreation department expect, weather permitting, to hit the high mark in attendance thus far this spring with the Easter Sunday throng.

Directors of Fairytale Town, Inc., the playland's non profit fund raising group, report attendance totaled 223,799 as of March 31st.

Special programs have been performed last week including a children's play and Boy Scouts in eastern Indian Tribal dances offered yesterday.

More holiday entertainment is scheduled for today, all of it at the children's theater in Fairytale Town.

Mystifying Tricks

Easter With Mother Goose is the theme chosen by dancing classes of the city recreation and park department's dancing classes at 1 and 2 PM. At 3 PM Mark Biman, an amateur magician, will offer a program of mystifying tricks.

Figured as a sure crowd pleaser is the puppet show, scheduled for 4 and 5 PM, based on the live animal favorites in Fairytale Town.

Children who have been frequent visitors to the enchanted fairyland have found delight both in the 16 original Mother Goose sets and in the live animals.

But the steady goers will see some new faces among their four footed friends. For the children there is no "hands off" policy for Fairytale Town's animals. In fact, they are encouraged to feed and pet them.

But those responsible for the appealing charm of cuddly, squirming pets intend to maintain that allure.

New Faces

So there are new faces in the family of the Three Little Pigs, Little Bo Peep's sheep, the Billy Goat group and the others.

The replacements were turned loose when the originals began to show their age somewhat since little animals have an alarming habit of growing much more rapidly than little boys and girls.

But some of the olden favorites still remain.

Hiawatha's friends, the two fawns, still turn gentle eyes from side to side seeking new toddlers to befriend.

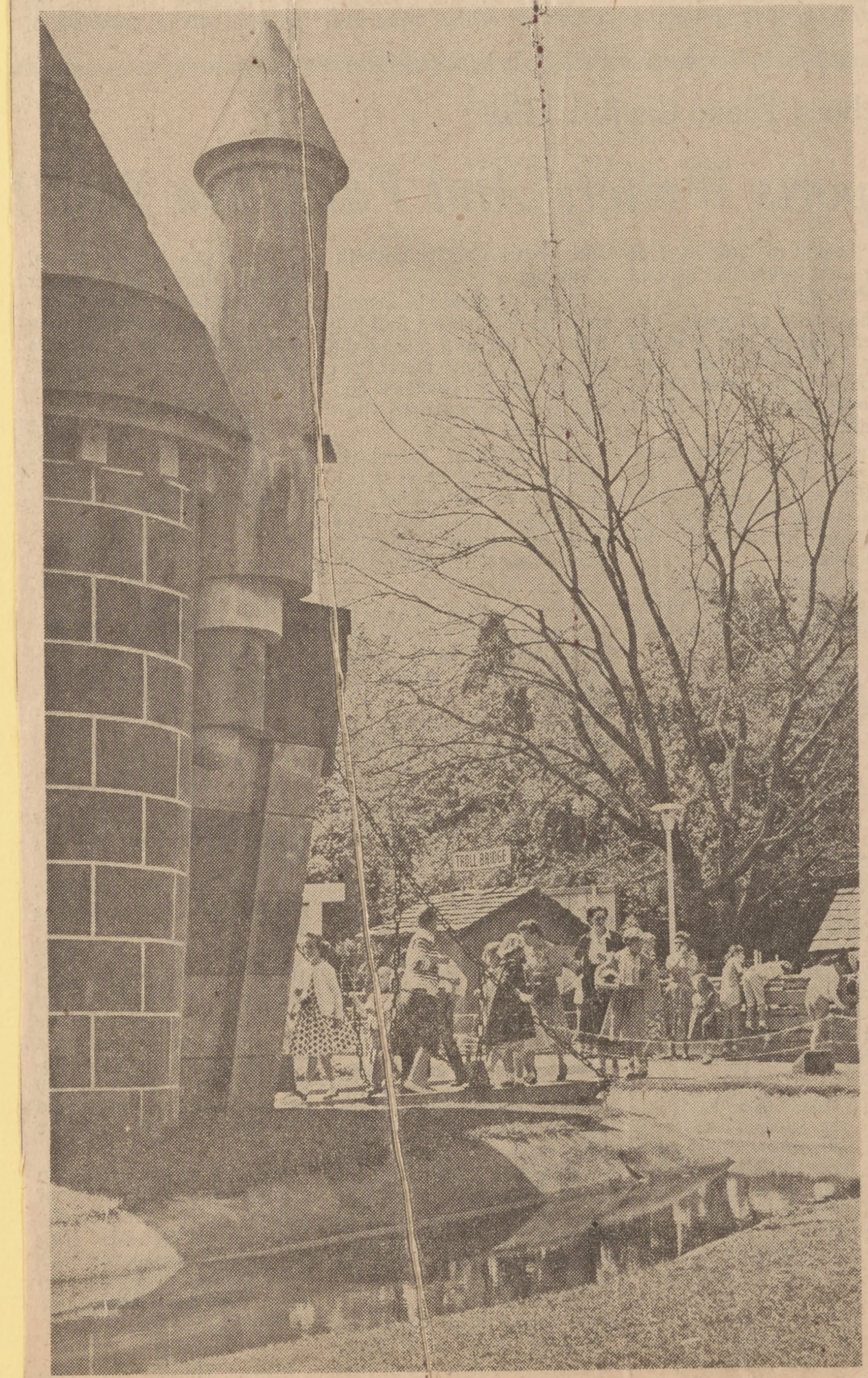
And Madam Brown (she's the Cow That Jumped Over The Moon) is still around to be milked daily — but not right now. She is about to become a mother. The little calf will be retained as a part of Fairytale Town's own menagerie.

King Arthur's Castle, Farmer Brown's Barn, the Swiss Cheese, the Crooked Mile and other fairytale imaginings are all prepared for a new crop of visitors.

And other delights are forming in the Good Fairy's crystal ball.

Plans are under way for adding other reminders of the fabled land of children. There is room for a dozen more sets in the 2½ acre site.

It will take a year or so before much more than planning and fund raising can be done. But hopes are high among those responsible for the playland that new enchantments soon will be forming into completion under the skilled tools and hands of those who have not forgotten the winsome, always remembered days when Mary really had a Little Lamb.



The castle entrance of Fairytale Town welcomed many visitors during Easter week.

Grace Jean Risse, left, and Marilyn Davidson enjoy their work, pulling the strings to make the puppets dance and walk in the theater's puppet show. Bee Photos

Bob Crist, Jr., and Richard Hanks, members of Post No. 20, Order of the Arrow of the Boy Scouts, dance in front of the Fairytale Town tepee. They took part in yesterday's Scout program.

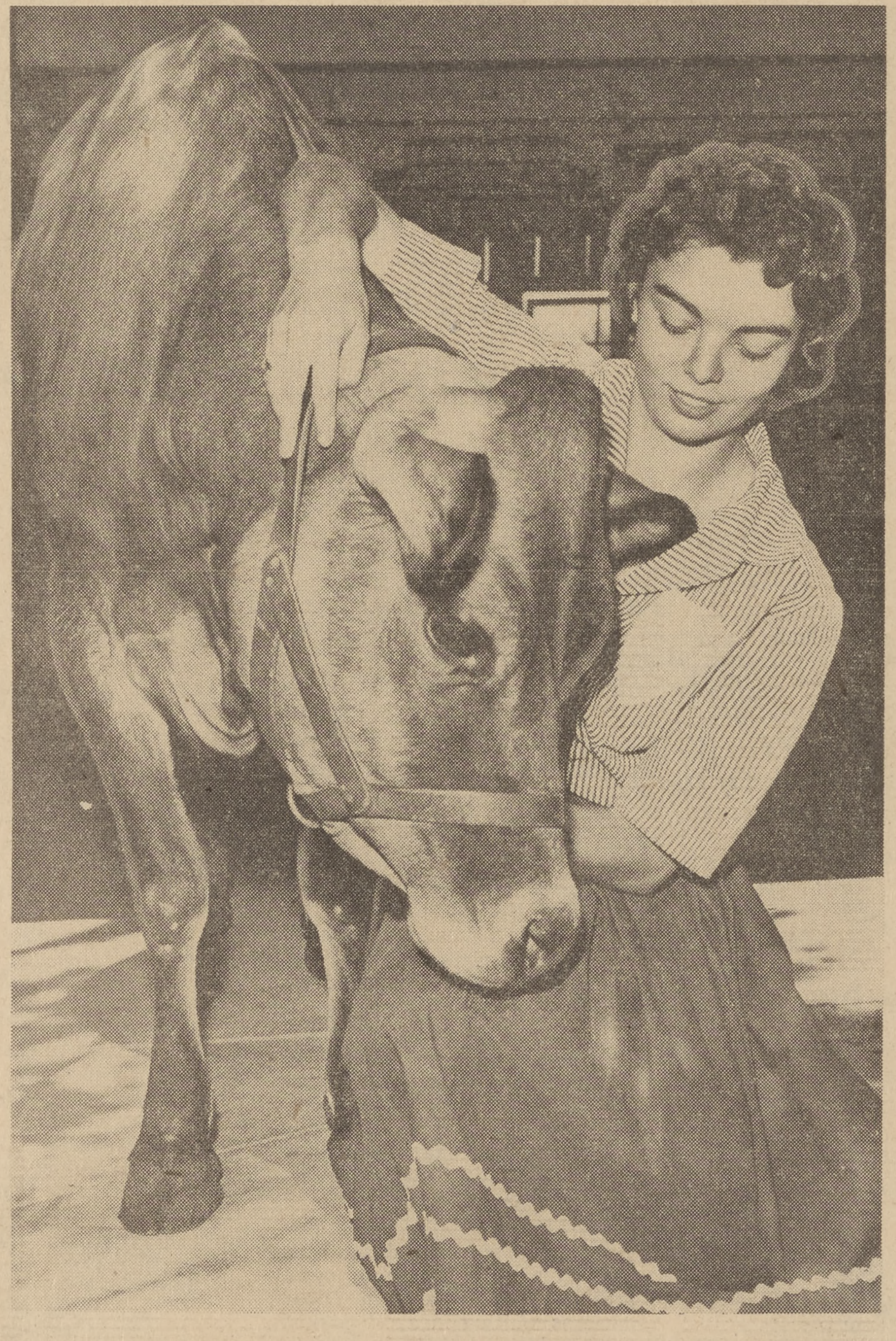
Sunday, April 17, 1960

THE SACRAMENTO BEE

LOCAL and SUPERIOR CALIFORNIA NEWS; EDITORIALS; FEATURES

Surrounding the Easter bunny, who has a big basket of treats, are, left to right, Sandra Lee Wlodika, Bonnie Sue Wlodika and Kathy Fuller. More activities are scheduled today.

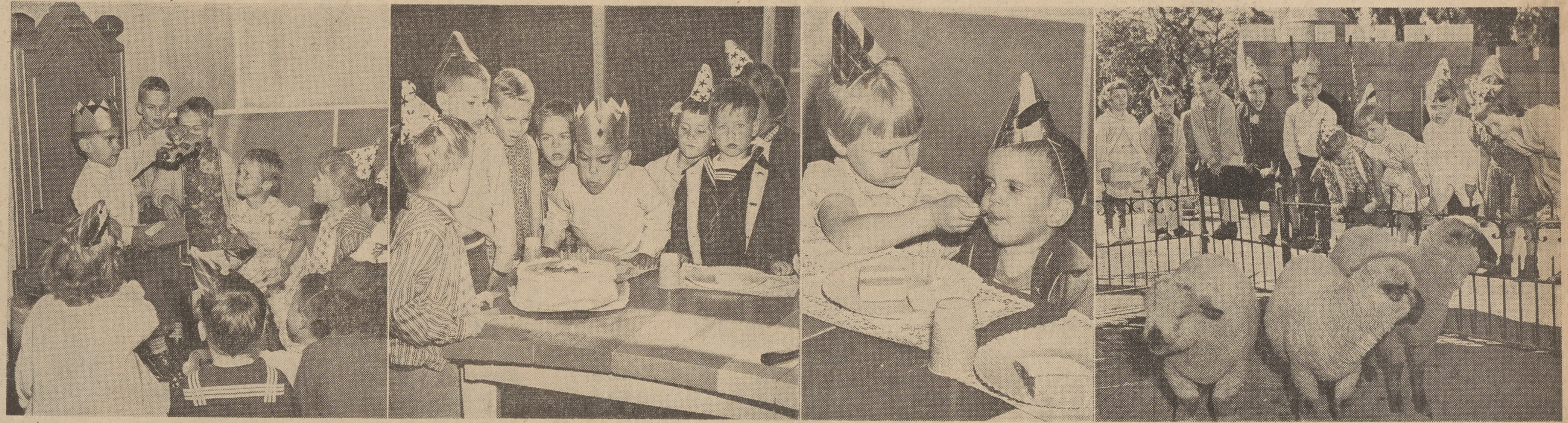
BEE APRIL 30, 1960—



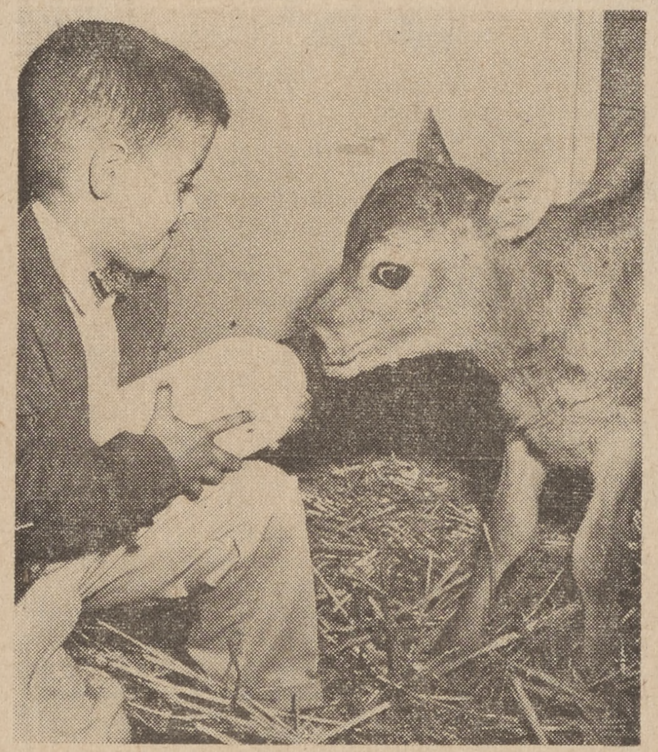
MOTHER TO BE—Libby Rivera poses in Fairytale Town with Madam Brown, a pure bred Jersey cow expecting a calf. Children have been invited to participate in a contest to name the new arrival. Story on page A2.
Bee Photo by George Roberts

Page A18 THE SACRAMENTO BEE Sunday, May 1, 1960

BRIEF REGAL REIGN What is the one day of every little boy's life when he is king of all he surveys? Why, his 5th birthday anniversary, of course. Here His Highness Craig Sheppard of 2740 Ellen Street, North Sacramento, accepts the gifts and homage of his playmates as he reigns over his birthday party. Since Craig does not have a castle of his own he borrowed the one belonging to King Arthur in Fairytale Town. Like all wise kings, Craig knows you have to keep your subjects happy or goodby crown. He blows out the candles on his cake so it can be served with ice cream to his loyal followers. Kim Wilson, 4, a guest of Craig, sees to it that the king's little brother, Prince Rusty Lee, does not go hungry. After all, he will be having a party of his own soon. The banquet over, King Craig takes his subjects on tour of the royal menagerie. Bee Photos by Harlin Smith.



THE SACRAMENTO BEE
Wed., May 18, 1960



BUTCH AND BON BON — Clyde William (Butch) Packard, 7, feeds Fairytale Town's new born Jersey calf for which he suggested the winning name, Bon Bon. Butch's winning entry was one of 2,000 turned in by youngsters in Fairytale Town's contest to name the calf. Butch is the son of Mr. and Mrs. Clyde W. Packard of 214 21st Street. Story on page A6.
Bee Photo

Bon Bon Is Winning Name For Fairytale Town Calf

Picture on page A1

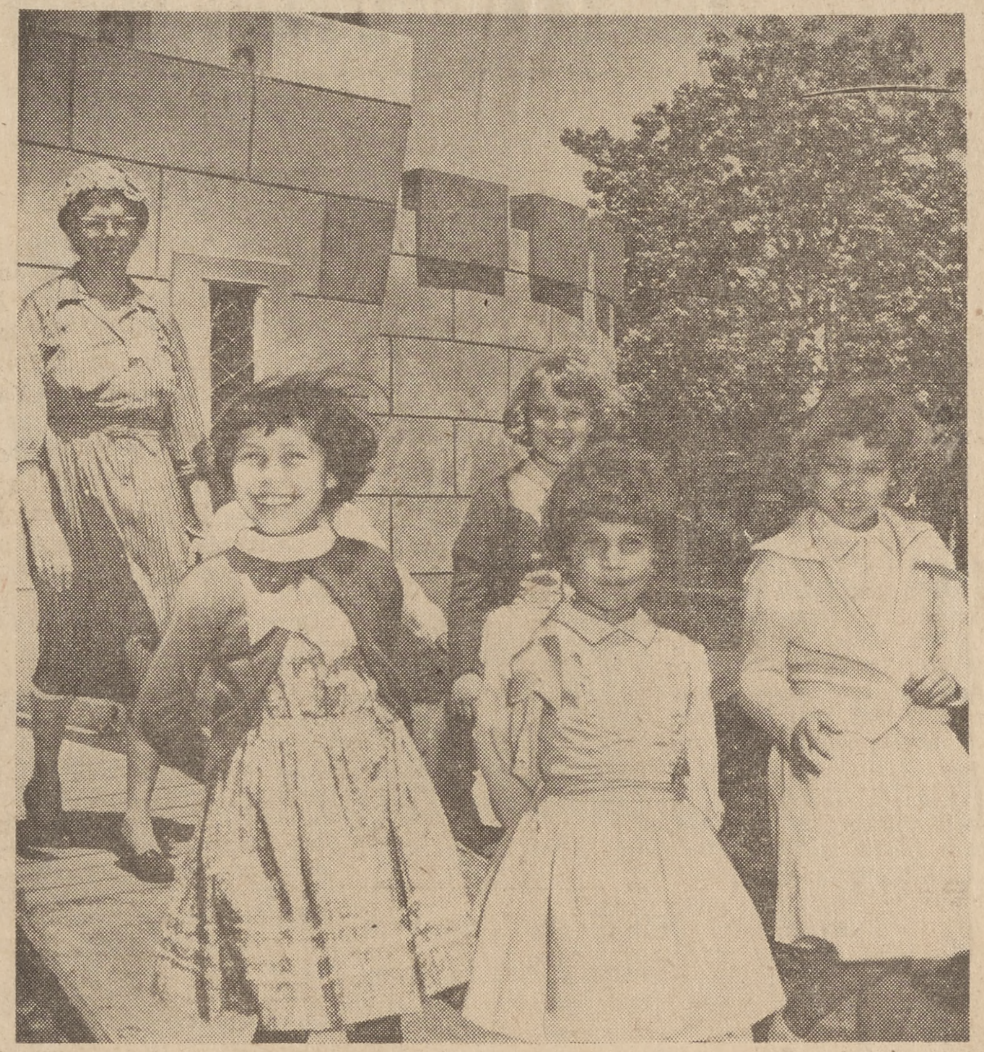
Seven year old Clyde William (Butch) Packard, son of Mr. and Mrs. Clyde W. Packard of 214 21st Street, suggested the winning name for Fairytale Town's new born Jersey calf. The name is Bon Bon.

Two thousand names were suggested by Sacramento youngsters for the calf born last week to Madam Brown, the purebred Jersey cow given to Faiytale Town by Mr. and Mrs. Joseph Sawyer of Galt.

Butch will have his name inscribed along with Bon Bon's on a plaque to be placed on Farmer Brown's Barn in the William Land Park town.

The contest to name the calf was sponsored by the city recreation department and the winning name was selected yesterday by a panel of judges.

THE SACRAMENTO BEE
Thursday, May 19, 1960



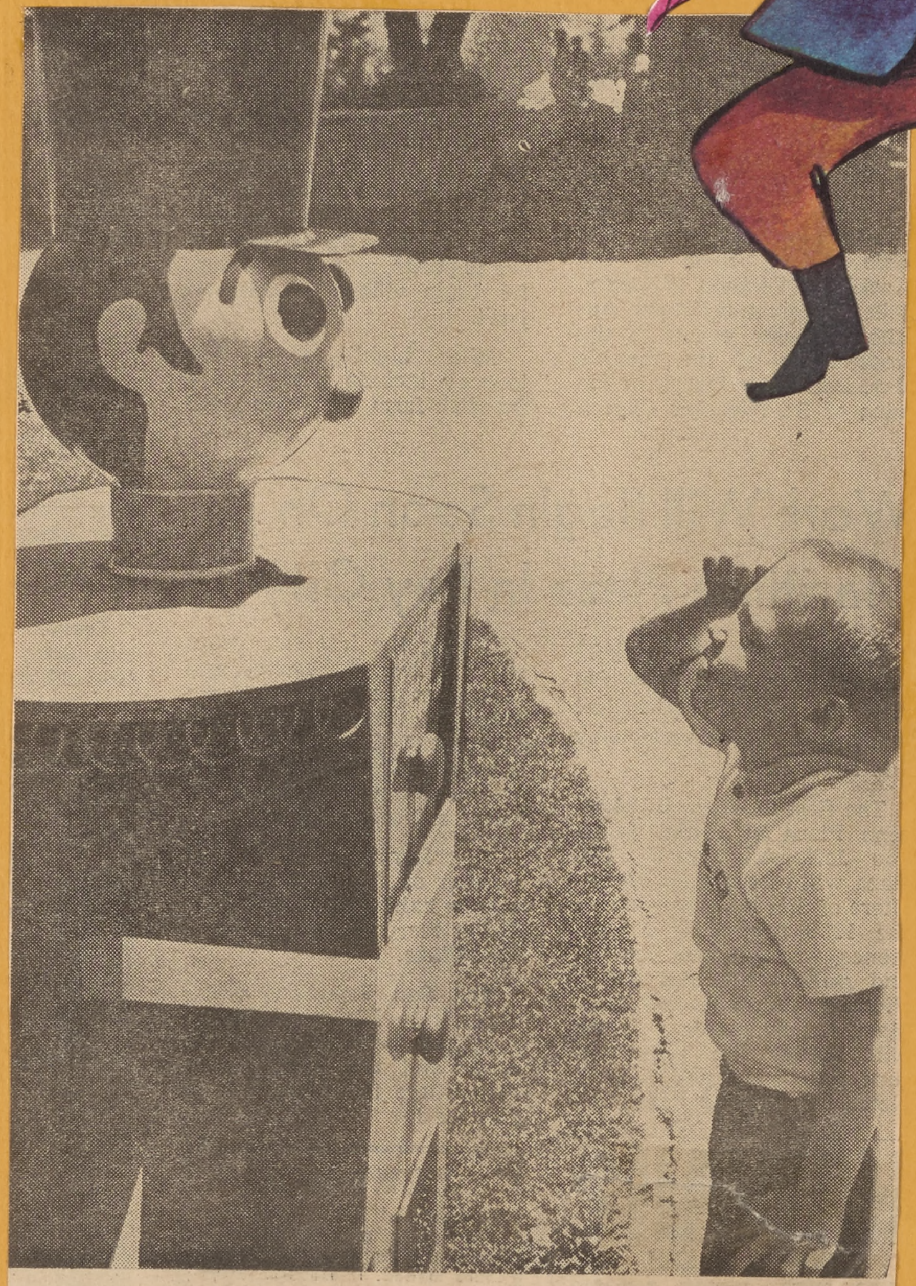
A BIG OUTING—Mrs. Theodore Newman of St. Patricks Guild escorts four girls from St. Patricks Home on a tour of Fairytale Town in William Land Park. The girls are Bonnie, back row, and front row, left to right, Lilly, Janet and Kathryn. Bee Photo

School Is Out—Fun Time Is Here

Bee Photos By Leo Neibaur

SUMMER vacation is here at last and that means plenty of time to play. Parks everywhere are being put to full use by the youngsters and one of the most popular spots is Fairytale Town in William Land Park. Here is a sampling of the many happy faces to be found on any vacation day.

Walking the plank of the Jolly Rodger ship is Steve Rondoni. The pirates behind him are Tim Rondoni and Bethany Bowler.

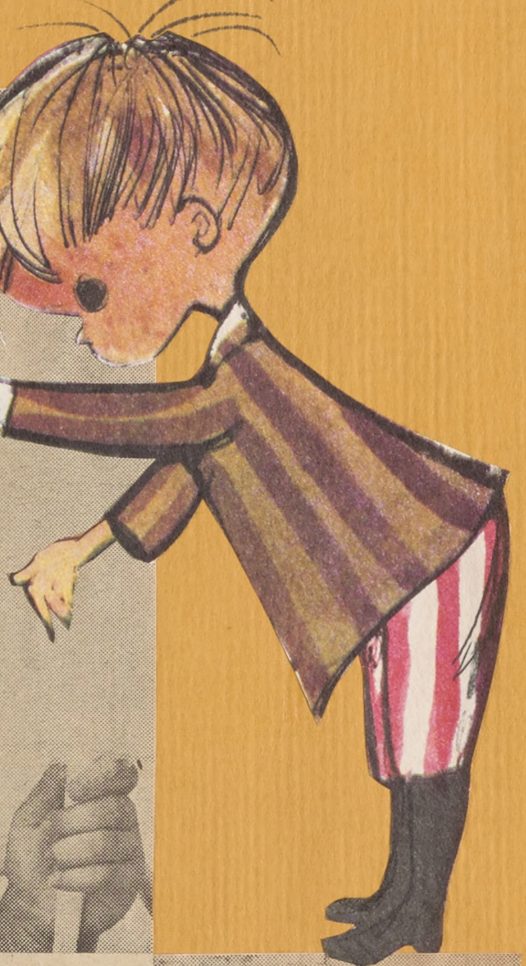


Eddie Kolb of Grass Valley salutes the big tin soldier.

The old fashioned pump at the top of Jack and Jill Hill provides a drink for Saralee Gennis. Her sister, Marianne, pumps.

THE SACRAMENTO BEE, SUNDAY, JUNE 18, 1961

Jumping from the make believe giant Swiss cheese are Howard and Lois Hunt. Peeking through a hole is Irene Hunt. All are from Shingle Springs.



Enjoying a cotton candy treat is Heidi Feldstein.

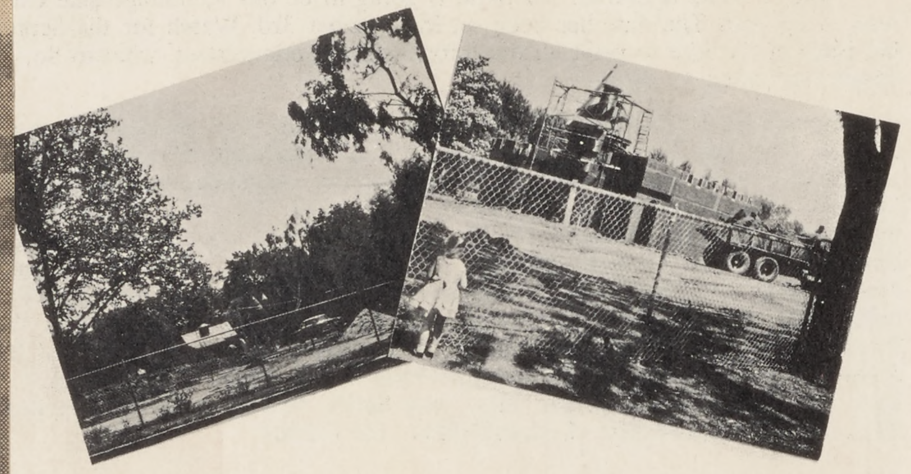
Having fun on the rolling hill are, front to back, Phillip Pantages, Kim and Keven Christy, Richard Hamilton and Gary Hayhoe.

Taking a fast pretend ride with Cinderella's carriage are, left to right, Mike Pibbs, Mark Miller, Mark Wars, Monte Houck and Mike Wars.

SACRAMENTO BEE - JULY 7 - 1960 —.

Tales of Fairytale Town

by Charla Eales



"LEAGUE LITE" JUNE • 1959

Fairytale Town is fast becoming a reality. One may see any number of carpenters busily at work on three fourths of the sets already taking shape. Land moving equipment, to the delight of little boy and girl observers, has readjusted the terrain.

Among the sets under way are King Arthur's Castle, The Owl's Tree House, The Cheese from The Farmer in the Dell, Three Little Pigs, Tortoise and the Hare, Hansel and Gretel, Mary Had a Little Lamb, The Children's Theatre, The Mill House, and Farmer Brown's Barn — which will house a baby Shetland pony, a Jersey cow, and it's calf. The children will be allowed to try their skill at milking the cow, and as an extra added attraction, they may climb to the hayloft and zoom down the slide out the back window.

Under construction at another location are the Pirate Ship and the Troll Bridge . . . these will be moved to their permanent sites when they are completed.

August 1st is the approximate date set for the opening of Fairytale Town. Plan to attend the ceremonies at that time . . . Danse Petite will present excerpts from Cinderella, Hansel and Gretel, and other fairy tales. It all means the culmination of a well conceived plan for which the Junior League may take a good deal of the credit . . . and it will be indeed gratifying to see Fairytale Town, at last, become alive with the sounds and smiles of happy children.

SAC. BEE AUG. 27 - 1960

Jack And Jill Hill Will Add To Fairytale Town Fete

A new Fairytale Town set, Jack And Jill Hill, is scheduled to be completed in time for Fairytale Town's first birthday anniversary celebration August 27th and 28th.

Edward McGivern, supervisor of playgrounds for the city recreation and park department, said the new set will include a miniature, twisting path leading up a hill. An old fashioned hand pump will be installed to allow youngsters to pump a pail of water.

McGivern said a tiny tot slide will permit children to slide down from the hill.

The supervisor noted the two day anniversary celebration has been designed to appeal to children and adults. The program, set for the town in the William Land Park, will include appearances by television personalities, Indian dancers, clowns and magicians.

Continuous programs will be given each day, from 10 AM until 4 PM on August 27th and from 11 AM until 4 PM August 28th.

Fairytale Town - 1st Anniversary

On August 27 and 28, Fairytale Town observed its first anniversary with a gala celebration. A Fairy Princess waved her magic wand over a giant birthday cake which opened to reveal gifts for all young visitors, which were distributed by Mayor McKinny, and Councilmen Mering and Hicks. Another highlight of the occasion was the opening of a new set, Jack and Jill Hill. Children may wander up a twisting path, pump a pail of water at an old fashioned hand pump, and then slide down the hill.

Since its opening one year ago, nearly one-half million children have enjoyed the many delightful activities of Fairtytale Town.

Fairytale Comes to Life

A SUBSTITUTE Jack and Jill fill up their pail at an old-fashioned hand pump recently installed in Fairytale Town at Land Park. "Jack" is Kelvin Brown, son of Mr. and Mrs. William Brown of 2654 Los Amigos, Rancho Cordova, and "Jill" is Jan Lewis, daughter of Mr. and Mrs. Cromwell Lewis of 2606 Castlewood Drive. The pump and a twisting path up a hill have been completed for Fairytale Town's first anniversary party Saturday and Sunday.

Camera Cornered

THE SACRAMENTO BEE Sunday, July 10, 1960

FAIRYTALE FUN—Children like nothing better than stories. And when the stories are acted out by puppets they prove all the more popular. Such is the case at Fairytale Town in William Land Park this summer. Each Saturday and Sunday from 1 to 5 PM the city recreation department presents five puppet shows for youngsters. If you could see the reactions of children as those back stage do you would see facial expressions as recorded by the camera. In the first picture, left to right, Sandra Pocapalia, Jay Van Riper, Joanne Fong, Kathy Stoner and Linda Howell look on intently during a particularly suspenseful moment in a play. The center picture shows the same children shouting "No" in unison when the narrator asked if they thought the witch in the play was doing the right thing. In the last picture, the same group plus Sandra Hopkins at the extreme left shout with joy during a comical episode. The voices of most of the puppets are spoken behind the scenes by Dale Achondo, recreation department supervisor in charge of Fairytale Town. Adlibbing and onstage performances are given by Marilyn Davidson, a recreation assistant. The enjoyment mirrored here is one measure of the success of Fairytale Town. Bee Photos by Irving Camp.

SAC. BEE
July. 7 - 1960

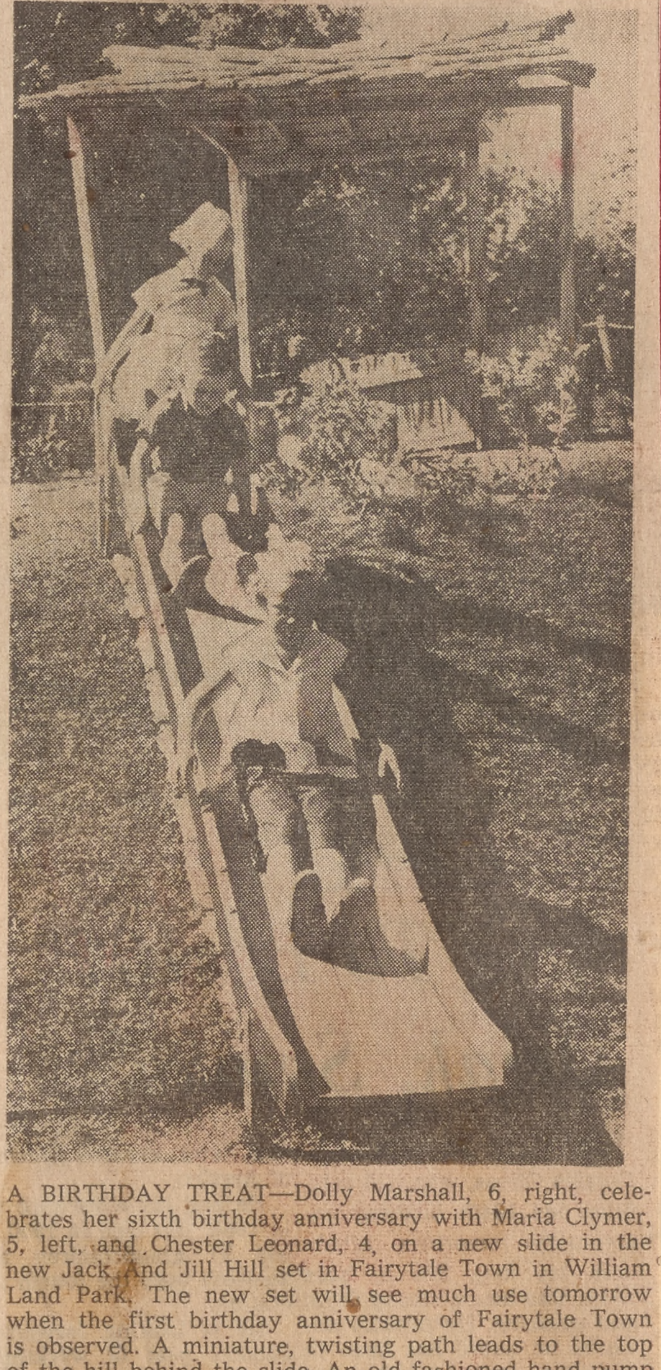
Fairytale Town Attendance Totals 346,960

Conclusive proof that Fairytale Town in William Land Park is a resounding success with Sacramento's small fry — and their parents— was offered last night when the board of directors of the playspot were informed attendance for the first 10 months totaled 346,960.

Al Hellenthal, one of the directors, revealed the figure at the board's regular quarterly meeting.

The board also discussed plans for a special birthday anniversary party for the facility when it reaches its first milestone on August 29th. Details of the party, Hellenthal said, will be released in about one week.

SACRAMENTO BEE • AUGUST • 1960



A BIRTHDAY TREAT—Dolly Marshall, 6, right, celebrates her sixth birthday anniversary with Maria Clymer, 5, left, and Chester Leonard, 4, on a new slide in the new Jack And Jill Hill set in Fairytale Town in William Land Park. The new set will see much use tomorrow when the first birthday anniversary of Fairytale Town is observed. A miniature, twisting path leads to the top of the hill behind the slide. An old fashioned hand pump which allows children to pump a pail of water is located atop the hill. Continuous entertainment programs are scheduled for tomorrow from 10 AM to 4 PM and on Sunday from 11 AM to 4 PM. Bee Photo

Marlin Zarlick, 20 months, stopped sipping water long enough to get a breath of air. She is the daughter of the Marco Zaricks of 2221 50th Avenue.

These children did a hop,
Mile, which

Diane Webber, left, and Dale Achondo get a real thrill out of feeding milk to the three little pigs who capture the fancy of young and old alike. Diane and Dale get lots of support from other youngsters and adults. Bee Photos by Leo Neibaur

Among the children who visited Fairytale Town this past week were Jeanine Dailey, 8, of Sacramento, left, Sharon Perry, 7, of Princeton, Colusa County, center, and Judy Jacinto, 8, of Sacramento who tempted the goats with soft drinks and candy suckers. There are other tame animals to attract the youngsters.

Sunday, August 14, 1960 C Page B1
THE SACRAMENTO BEE
LOCAL and SUPERIOR CALIFORNIA NEWS; EDITORIALS; FEATURES

Marilyn Davidson, left, and Raelyn Silva, adult supervisors at Fairytale Town, join nine little girls in a game during a birthday party. The two leaders also told the girls stories during the afternoon play time.

Children Are Invited

Fairytale Town Plans First Birthday Party

The Fairy Godmother of all little boys and girls in Sacramento issued a very special invitation today. She wants them to help her celebrate the first birthday of the enchanted land she loves — Fairytale Town.

Through her official emissary, Edward McGivern, supervisor of city playgrounds, she directed the following message to all her little friends:

Ring the bells so all are told,
Fairytale Town is one year old.
A childrens' party, Ah, there's the way
To celebrate this wondrous day.
Tell all the children to come along,
We'll laugh and dance and join in song.
Mother Goose and all her brood
Will help to set the holiday mood.
Parents may come—but they'll have to behave;
No scowling or scolding or looking grave.
Candy and favors and fun galore
Are some of the treats I have in store.
And just to be certain there's time for the fun
We'll celebrate TWO days instead of just one.

As soon as McGivern got the message he set to work and arranged the two day celebration to be held August 27th and 28th.

First of all he received Fairy Godmother's personal assurance she will be there in person and then he arranged to have a clown, a magician, bands, dancers, puppets and others on hand to help her greet her young guests.

Then he set up the following program for the two days:

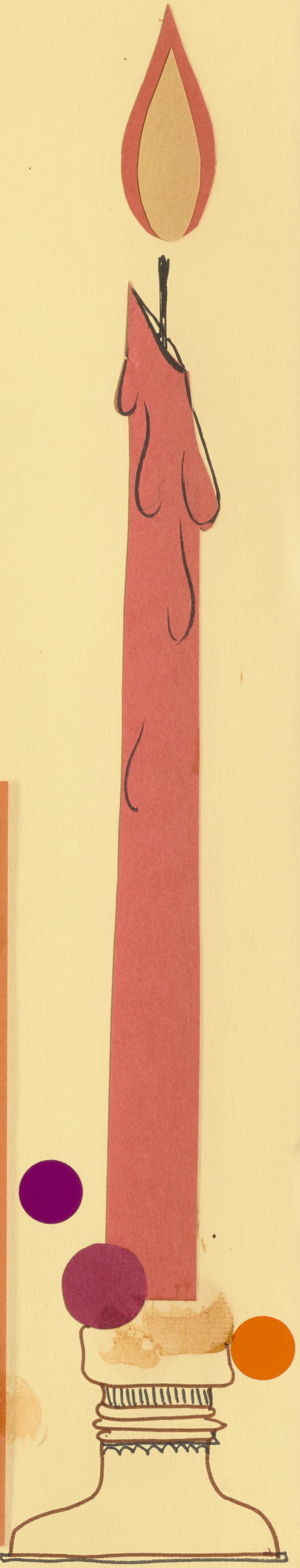
August 27th

10 AM—Junior Symphonic Band, conducted by Russ Kline.
10:30 AM—Flag raising ceremony.
10:35 AM—Cake cutting ceremony.
11 AM—Variety dances.
12 PM—Variety dances.
1 PM—Playground groups with a skit and a ventriloquist.
1:30 PM—Ono Chapter Indian dancers.
2 PM—Playground groups.
2:30 PM—Ono Chapter Indian dancers.
3 PM—Fairytale Ballet, directed by Barbara Briggs.
3:30 PM—Fairytale Ballet.
4 PM—Fairytale Town puppets.

August 28th

11 AM—Brent Larson, magician.
12 PM—Larson.
1 PM—Recreation and park department dance program.
1:30 PM—Ono Chapter Indian dancers.
2 PM—Recreation and park department dance program.
2:30 PM—Ono Chapter Indian dancers.
3 PM—Alice In Wonderland, directed by Elissa Sharee.
3:30 PM—Fairytale Town puppets.
4 PM—Alice In Wonderland.

In announcing the event, McGivern added 391,355 children and adults visited Fairytale Town in William Land Park from the day it opened, August 29, 1959, through July of this year.



THE DANCE seems to be all over for Joe Bultikauski, but for Jerry Mason there's still a lot of stomping to be done. The boys, from Ono Chapter, Order of the Arrow, Maya Lodge of the Golden Empire Scouts, were taking part Saturday in the first anniversary of Fairytale Town.

Fairy World One Year Old

Fairytale Town's godmother will preside over the town's first anniversary celebration today in William Land Park. It began Saturday.

Boy Scout Troop 666, sponsored by Elks Temple, will conduct presentation of colors. The big birthday party started Saturday.

Entertainment will be on from 10 A.M. to 4 P.M. Performers will include Happy Harry the clown, television personalities Skipper Stu and Ranger Roy, Boy Scout Indian dancers, dramatic groups, puppet shows, magic acts and children's dancing.

Saturday the town opened its new set, Jack and Jill Hill.

The town, run by Sacramento Park and Recreation Department, is open Tuesday through Sunday from 10 A.M. to 7 P.M.

Fairytale Town Will Mark Year

The first anniversary of the opening of Fairytale Town in William Land Park will be observed August 27th and 28th.

A celebration planned by the city recreation and park department will include a flag raising ceremony, a concert by the Sacramento Junior Symphony Band, Boy Scout dancers in Indian costumes and several events in the Childrens Theater.

Clowns, magicians and professional entertainers will participate in the observance.

HUGE CAKES and fairy tales go together, at least in the minds of little people. Here, at Fairytale Town, fairy godmother Grace Jean Risse hands out suckers to three young hopefuls, Paul, Carolyn, and George Lehr. Was the cake real or just a prop? The cameraman didn't try it.

Councilman Philip C. Mering, Fairy Princess Libby Rizera, Mayor James B. McKinney and Councilman W. A. Hicks, left to right, open the birthday cake prior to dispensing gifts to the children attending the celebration.
Bee Photo

Page A6 THE SACRAMENTO BEE Sunday, August 28, 1960

A BELATED happy first birthday anniversary to Fairytale Town whose vast popularity is proved, among other things, by the special boon it is for mothers faced with staging birthday parties for their tots. The birthday party calendar for King Arthurs Castle, I am informed, is booked solid eight months in advance.

HAPPY BIRTHDAY! — An excited throng of children crowded around the symbolic Fairytale Town first birthday anniversary cake yesterday in William Land Park. The celebration continued today with continuous entertainment from 10 AM to 4 PM. A highlight of the weekend celebration is the opening of a new set, Jack and Jill Hill. Children may wander up the twisting path, pump a pail of water and then slide down the hill. Bee Photo

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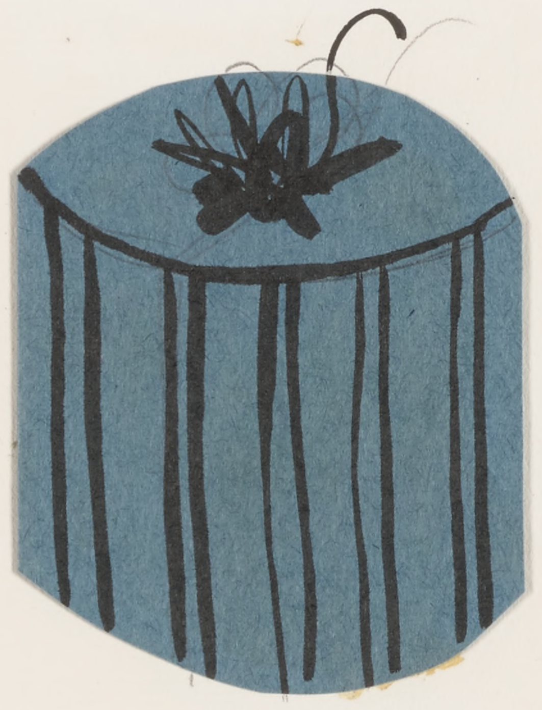
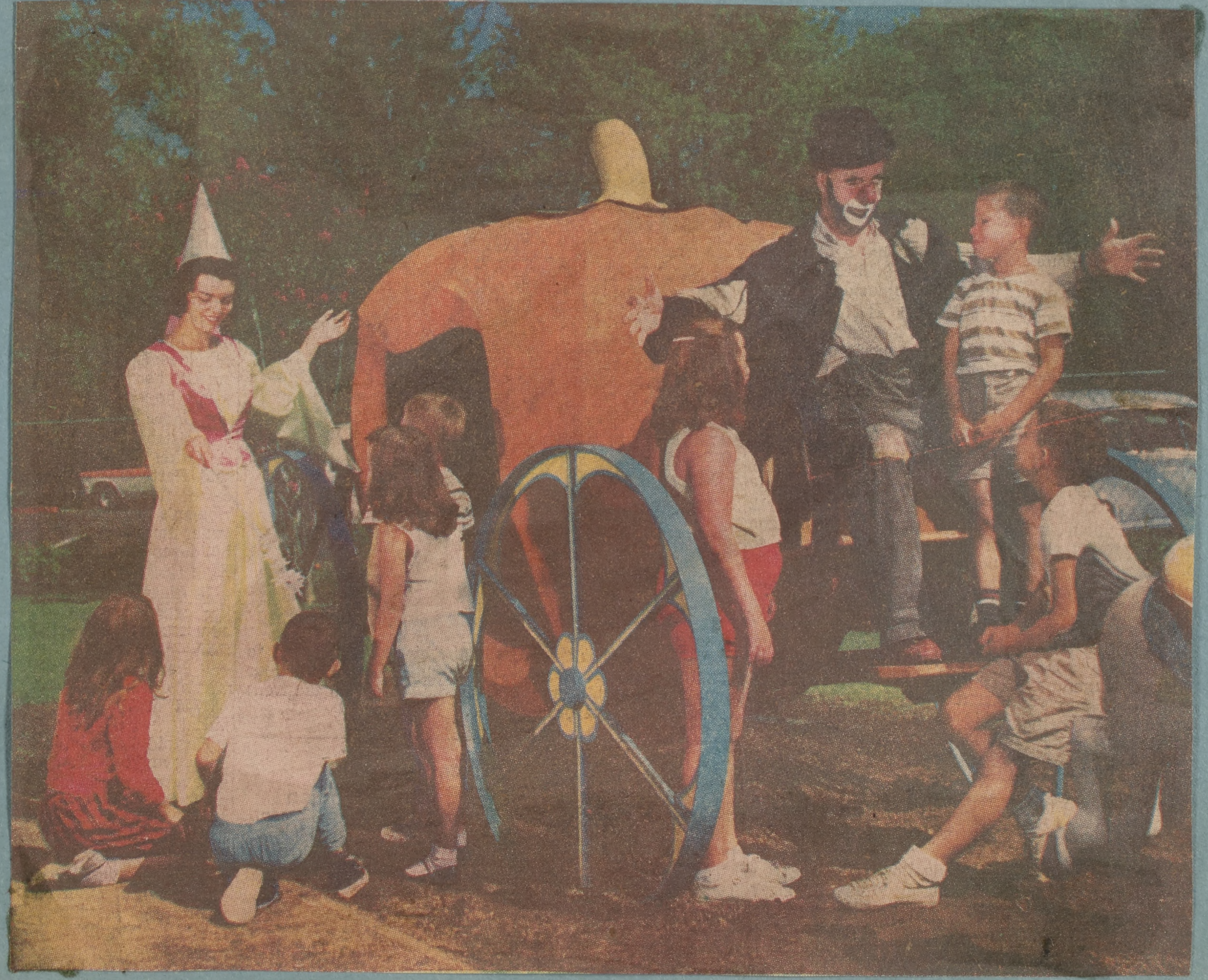


LAND OF ENCHANTMENT—If dreams came true, most children would have a fairy godmother to grant their every wish. And probably she would look something like Libby Rivera of Sacramento, with magic wand and dazzling smile. Libby will be on hand next weekend to welcome boys and girls to a fun filled, two day celebration marking the first birthday anniversary of Fairytale Town. Scenes like the one above will be repeated over and over again during the gala event, which will feature a full schedule of entertainment Saturday and next Sunday. Clown Clinton Gibson, known as Happy Harry, is a sad looking driver for the magical pumpkin coach but the children seem more interested in his tall tales. The popular Fairytale Town is located in William Land Park.
Bee Color Photo by Don Horton



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Junior League

A. A. SPENCER
Superintendent, Sacramento Zoo

August 22, 1960

Mrs. Sumner Mering
1535 39th Street
Sacramento, California

Dear Mrs. Mering:

At the end of this month Fairytale Town will complete its first year of operation. I am pleased to report that our attendance during the first year will exceed 435,000 children and adults. This attendance has certainly served to justify our confidence in the popularity of Fairytale Town and our faith that it would prove be financially self-supporting.

To celebrate this occasion, a birthday party will be held at Fairytale Town on Saturday, August 27, 1960. The festivities will commence with a brief cake cutting ceremony at 10:30 o'clock, a.m., to be followed by a full schedule of programs in the Little Theater and other special attractions As one of the sponsors of Fairytale Town, you are extended a cordial invitation to attend the birthday celebration. I hope you will be able to join with us on this occasion.

Very truly yours,

Philip Mering

PHILIP MERING, President
Fairytale Town

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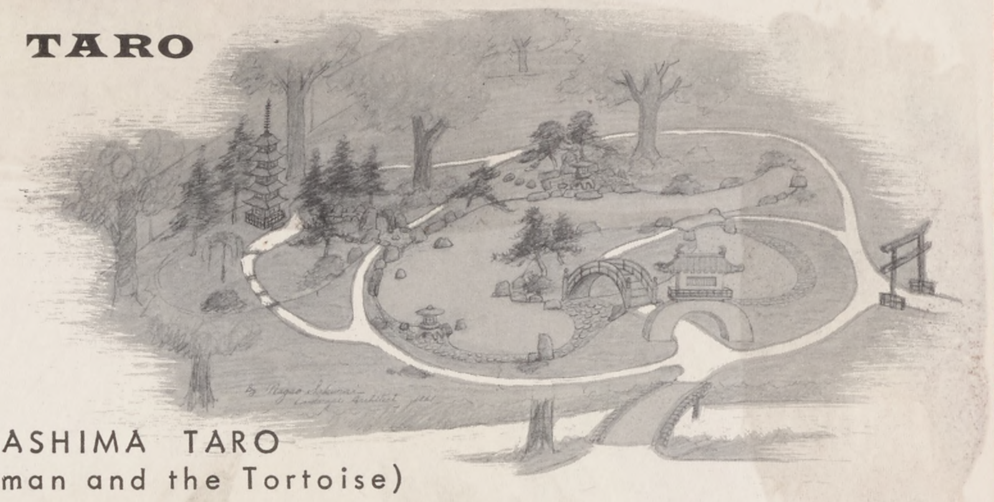
project: URASHIMA TARO



URASHIMA TARO
(The Fisherman and the Tortoise)

In far away Japan, there once lived a poor young fisherman named Urashima Taro. One day, on his way out to sea, he noticed a group of village children laughing and shouting near his boat. The children had caught a tortoise and tied it up with a piece of string. Gentle and kindhearted Urashima scolded the children for tormenting the tortoise, but they only laughed at him. Finally, using what little money he had, Urashima bought the tortoise, and untying the string from its legs, gently set it free, telling it to run away home so it wouldn't get caught again.

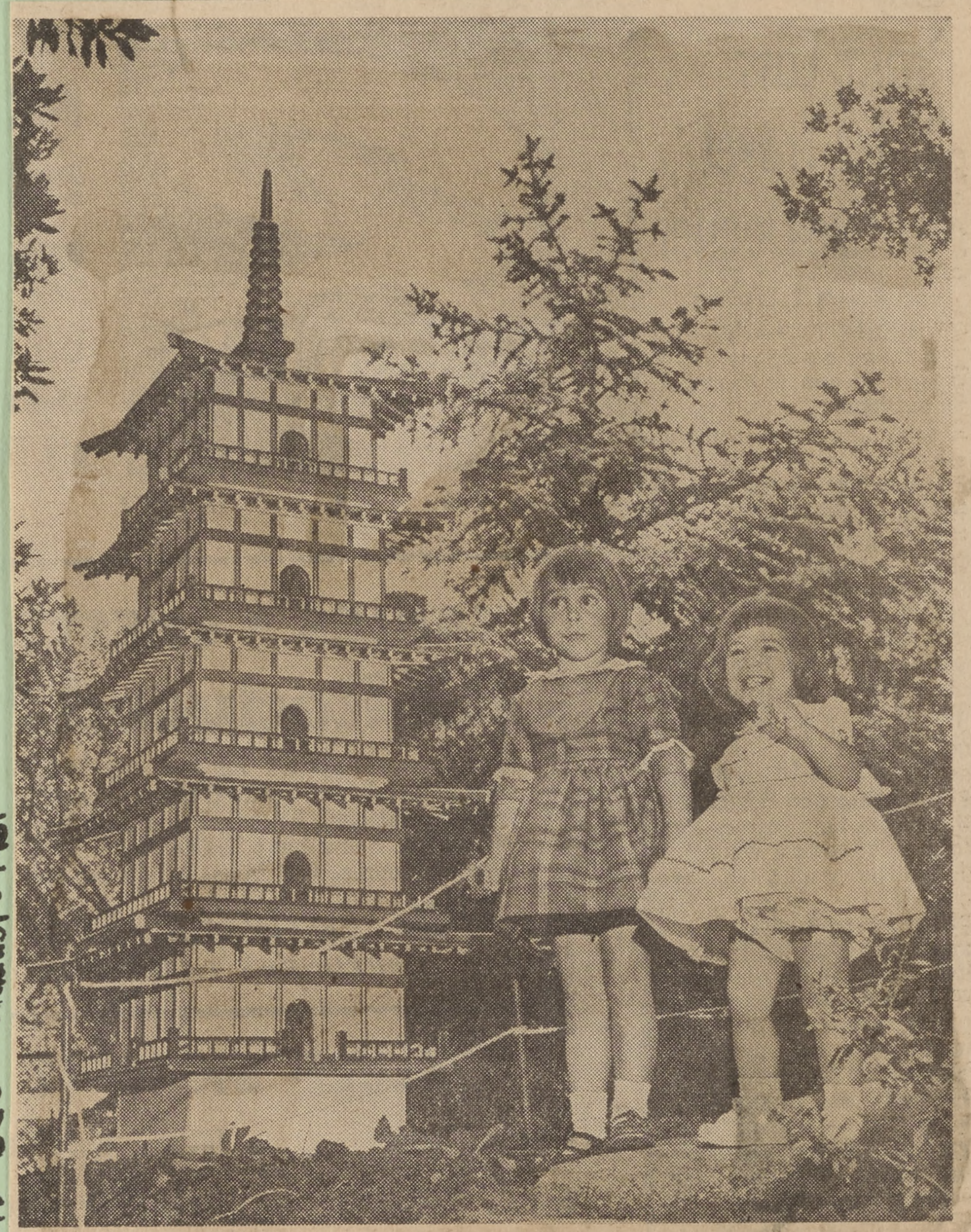
A few days later, while Urashima was fishing far out at sea, he noticed a little brown head nudging his boat. It was his little friend, the tortoise, which thanked Urashima for his kindness and said he had come to take him to Ryugu, which means Dragon Palace, a wonderful place deep down under the sea. Now, Urashima had heard of Ryugu, but nobody he knew had ever been there. Urashima had also heard that a beautiful princess who never grew old lived there. And then, before his very eyes, the tortoise grew and grew and grew until he was almost the size of the boat, and Urashima, full of excitement and wonder, climbed on the tortoise's back. The tortoise swam away on and on, then plunged deeper and deeper into the sea. Finally, they came to a magnificent palace. Waiting in the doorway was the lovely princess who welcomed Urashima and thanked him for his kindness to her tortoise.

For the first time in his life, Urashima had everthing he wanted; delicious food, beautiful clothes, servants to wait on him and the company of the lovely princess. Month and month and year after year slipped by, but all during this time Urashima couldn't forget his home or his friends or his dear country. In time, he grew so sad that he felt he must return to his home. Changing back into his old fisherman's clothes, he quickly went to the princess to thank her and bid her farewell. The lovely princess, though sad to see Urashima leave, graciously understood his feeling. Giving him a small black lacquer box, she told him that he must always carry it with him, but he must never, never open it.

And so, Urashima mounted the faithful tortoise which swiftly carried him back to his home. But, alas! Nothing was the same! The roof on his house had fallen in and cobwebs and dust were everywhere. Worse yet, the streets and houses and even the people were strange. Everybody laughed at his old fashioned clothes. Finally when he asked if anyone remembered Urashima, the fisherman, an old man told of a fantastic story that in olden times there was a certain Urashima who went riding into the sea on the back of a tortoise, but that was hundreds of years ago.
In despair, Urashima wandered alond the seashore and then, remembering the lacquer box, decided to open it, even though to do so was forbidden. When he opened the box, a column of smoke rose, completely surrounding him. Before he knew it, he had changed from a strong young man into an old white-haired man. Since he had not kept his promise to the princess and could not find the faithful tortoise to take him back to the palace under the sea, he had to spend the rest of his life by himself, a very lonely old man.

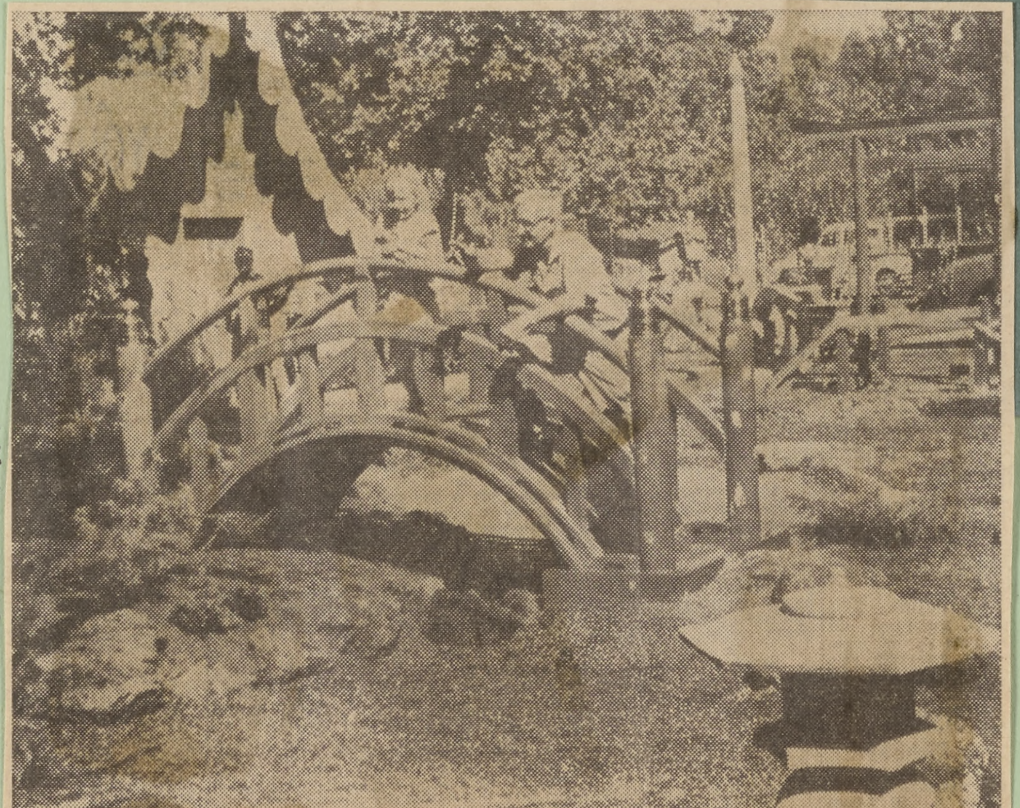
AUGUST 27 • 1961 • DEDICATION OF JAPANESE SET

SACRAMENTO BEE • AUGUST • 1961



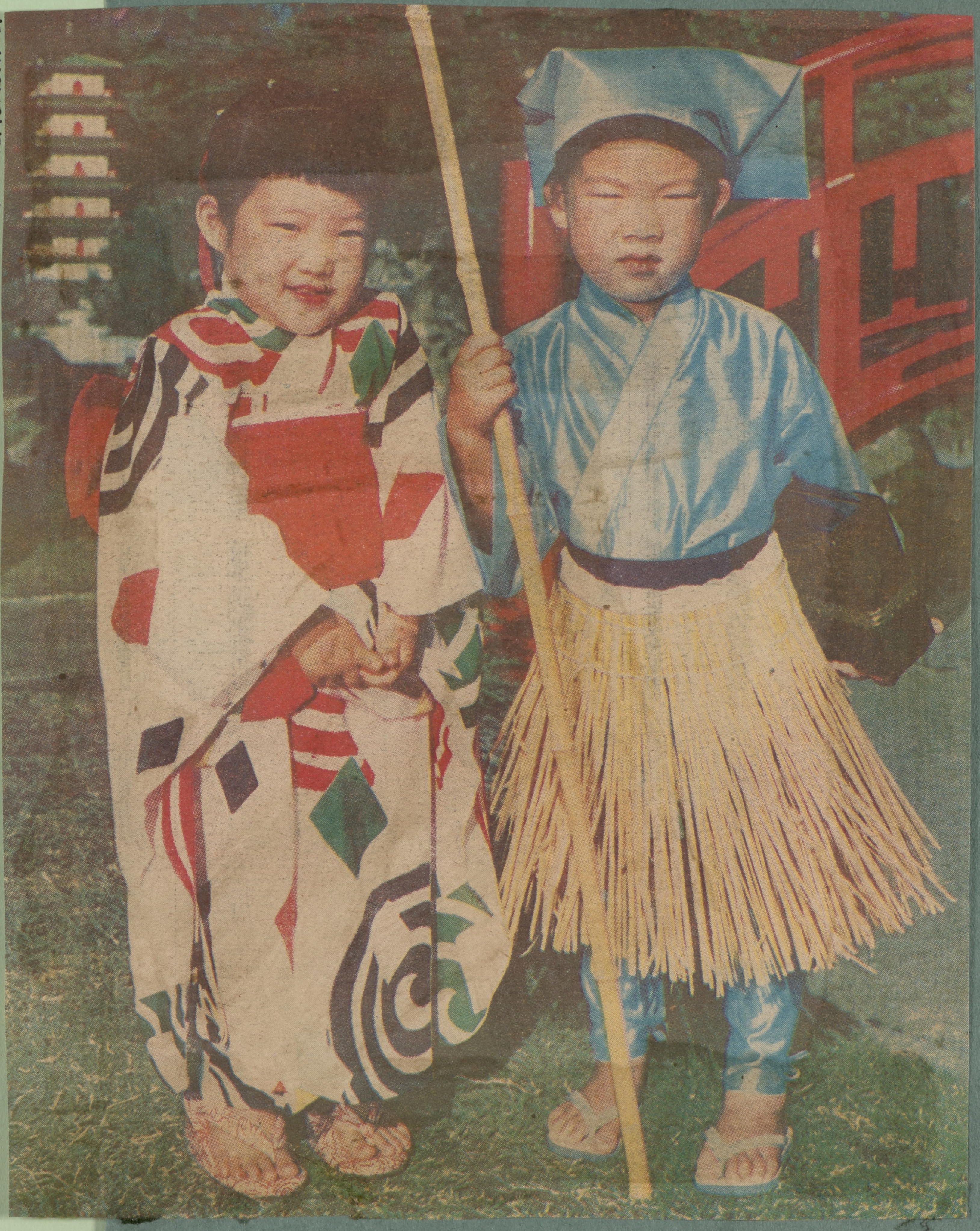
OPEN FOR FUN—Lynn and Cathy Mixon stand in front of the minature pagoda in the Japanese garden in Fairytale Town in William Land Park. Dedication ceremonies yesterday and today make the garden an official part of the park. The theme of the set carries out the traditional Japanese legend of the Fisherman And The Tortoise. A 220 pound land turtle is in the garden to lend authenticity and provide rides for the small children. The garden was sponsored by the John Breuner Company and Americans of Japanese ancestry of the Sacramento area. Bee Photo

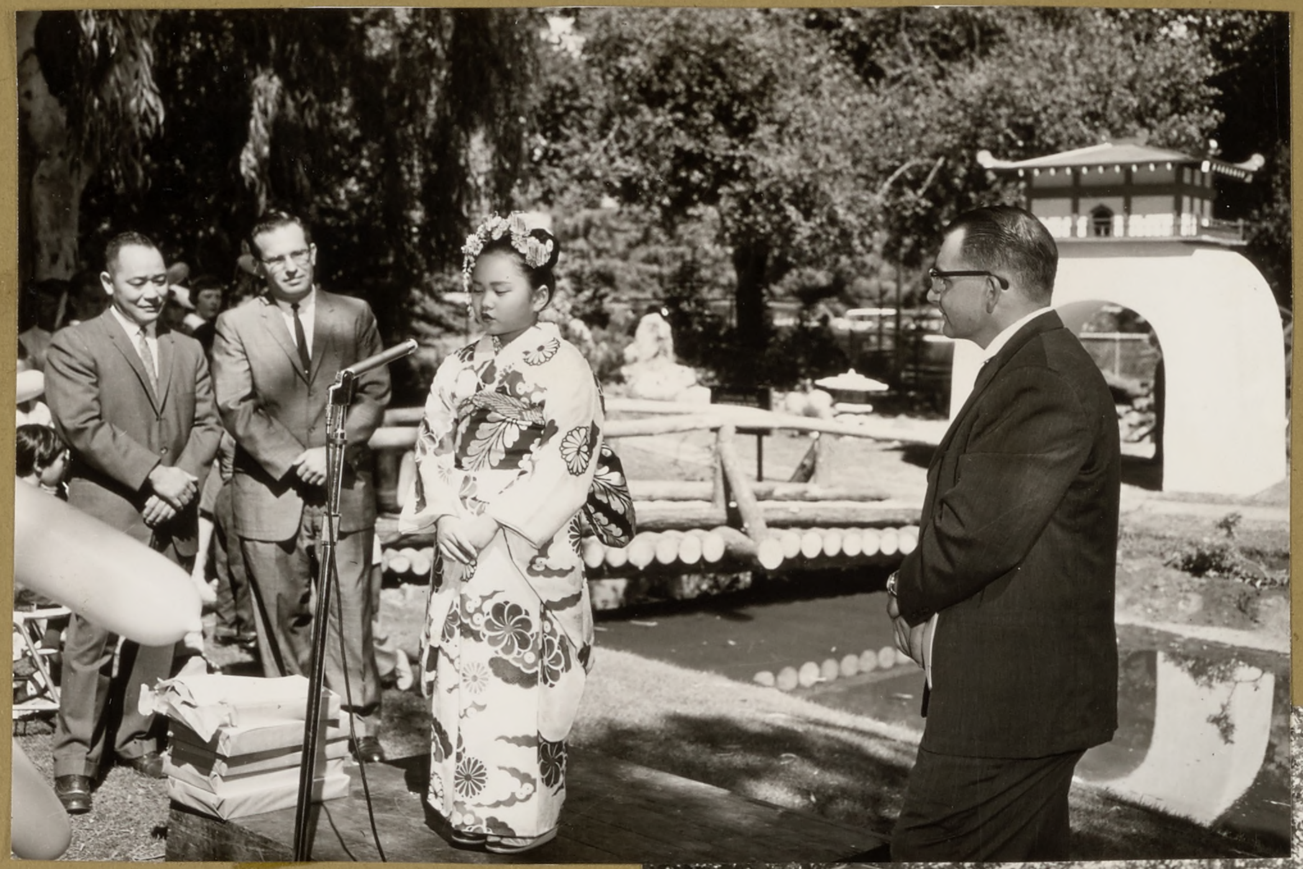
SACRAMENTO UNION • AUGUST • 1961

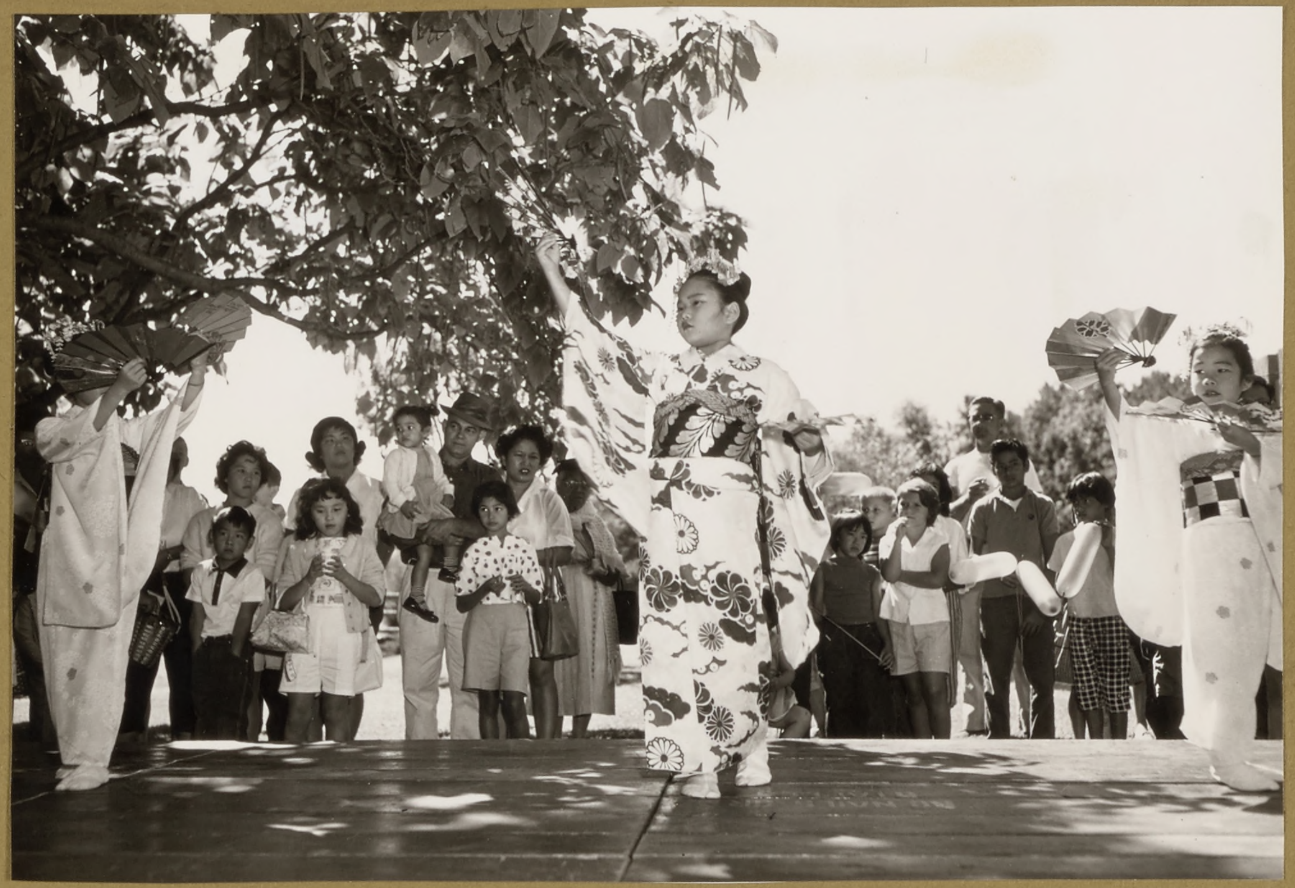


THIS WILL BE THE NEW HOME for the city's 220-pound Aldabra turtle starting today. The site is the miniature Japanese garden which will be dedicated as part of Fairyland in Land Park Saturday and Sunday. The turtle, standing 2 feet high, is 48 inches long and 41 inches wide. He was captured in Mombasa, Africa, and purchased by the city from a dealer in Virginia.

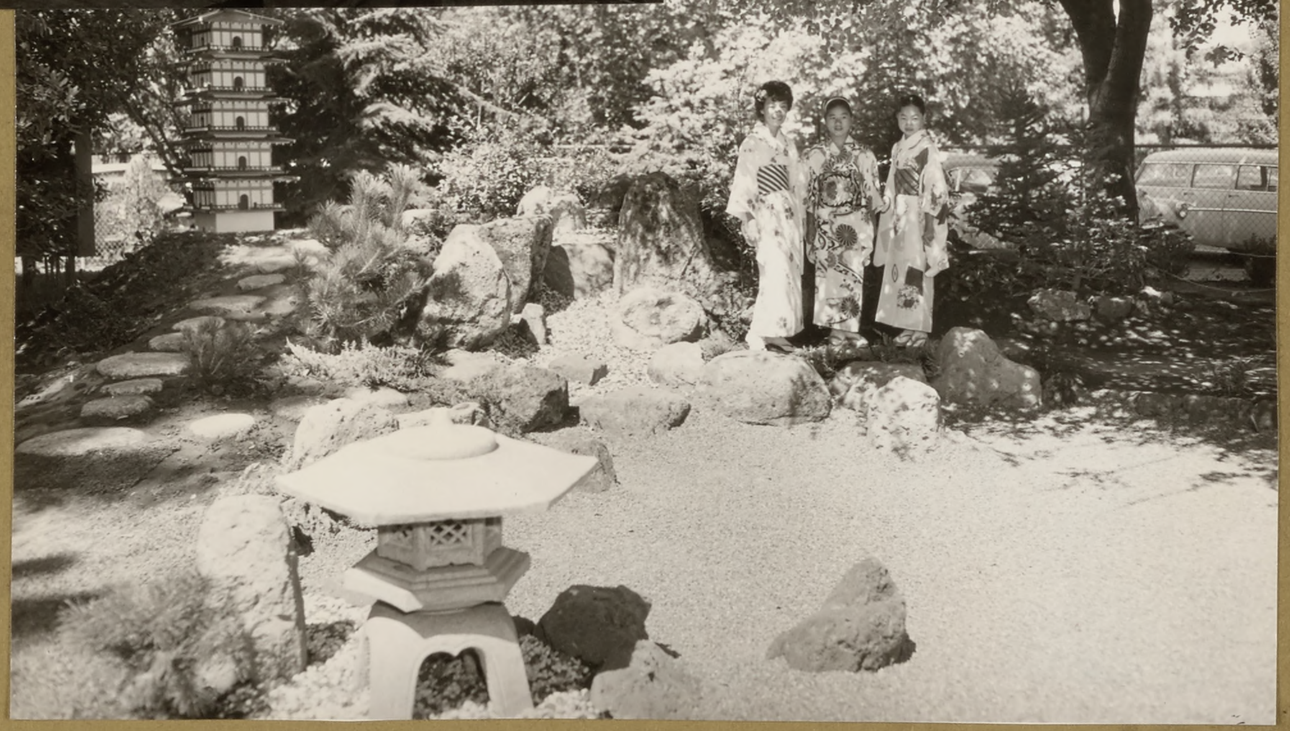
SACRAMENTO BEE • SEPTEMBER • 61

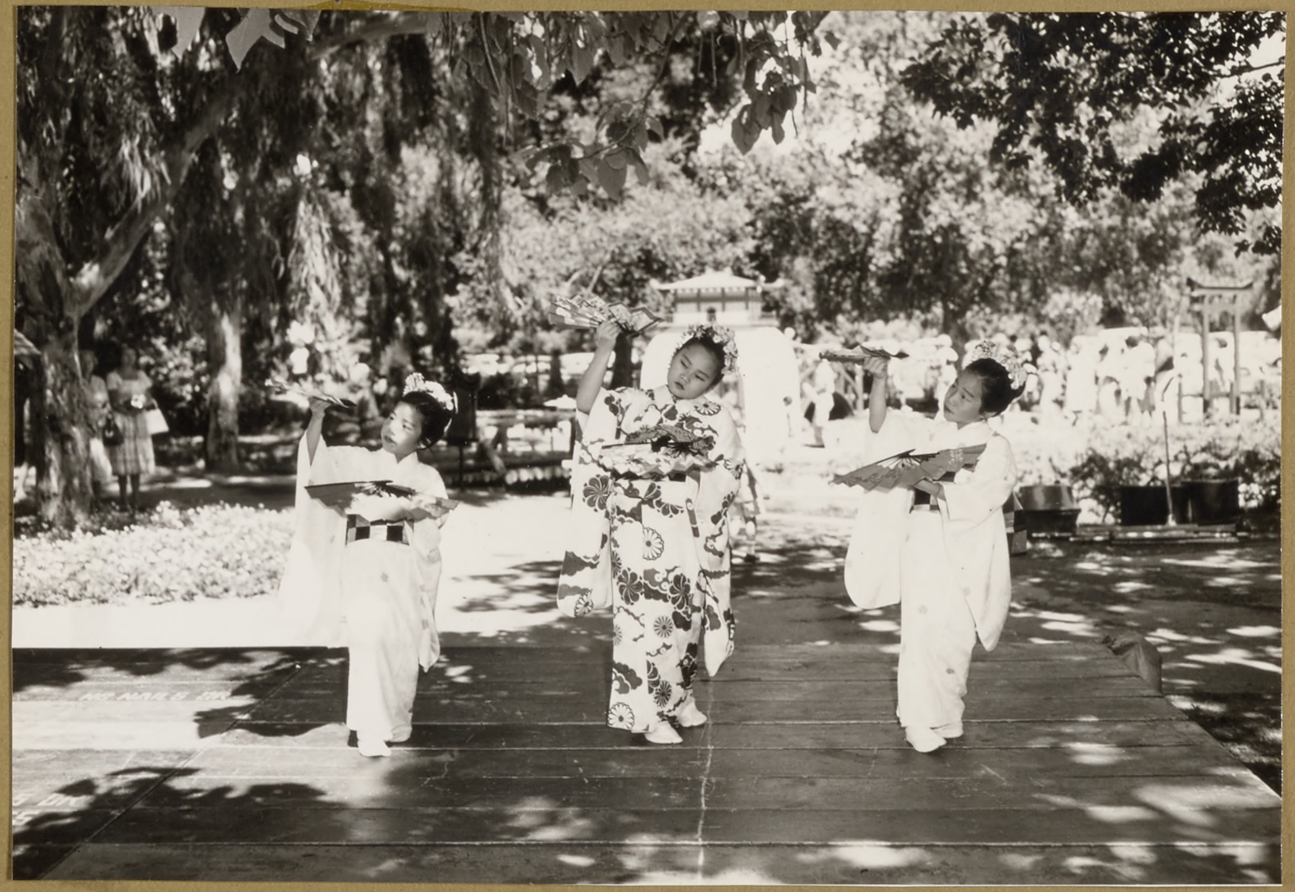


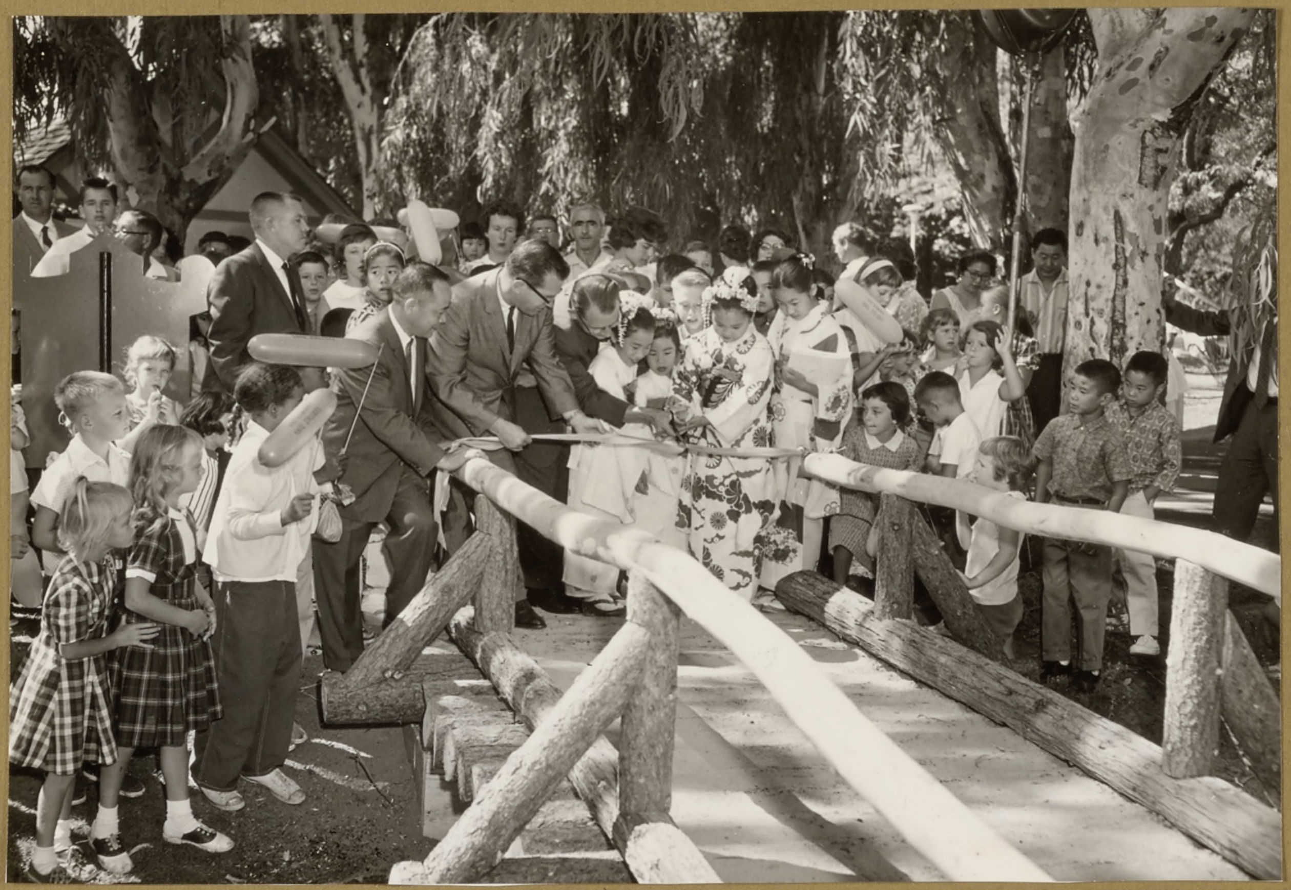


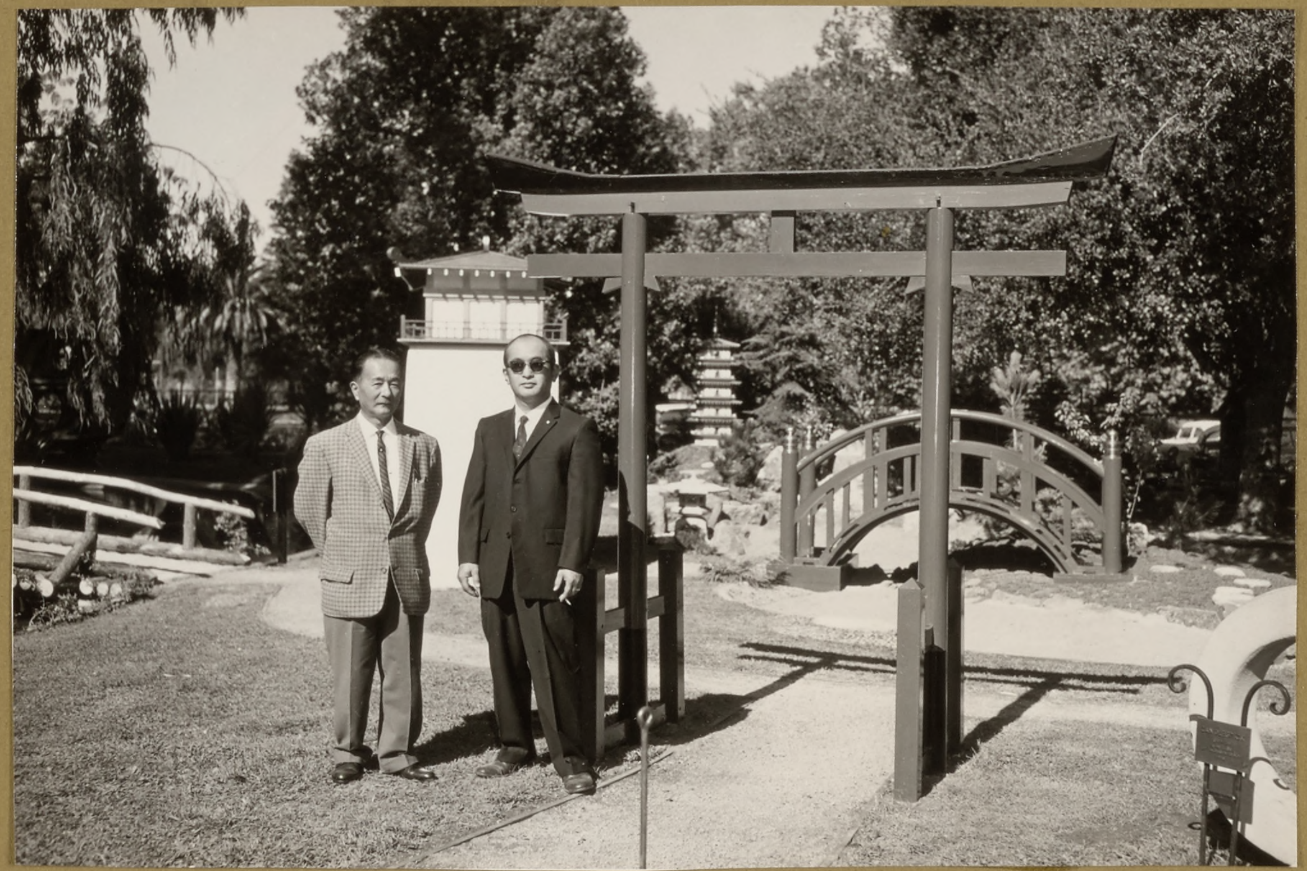


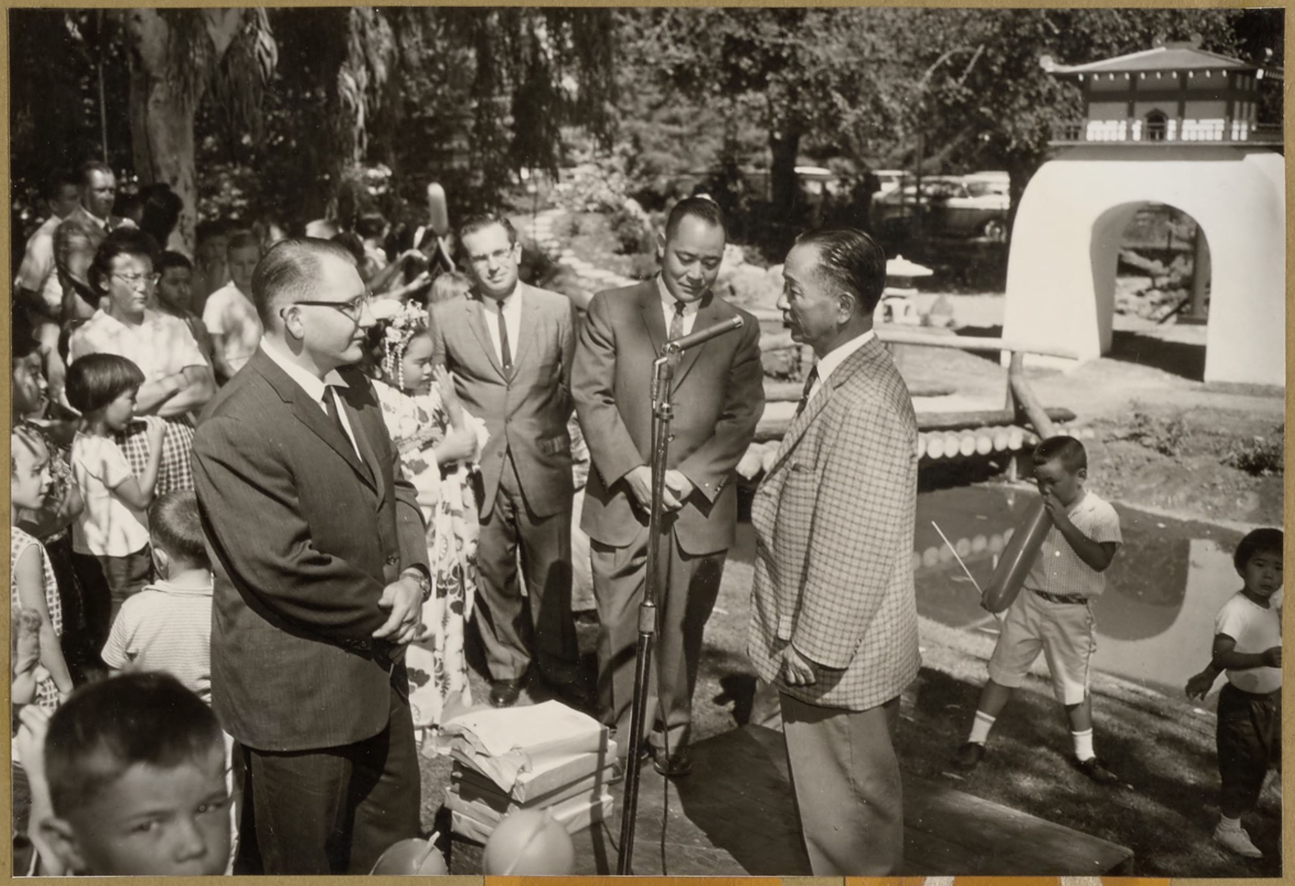
dedication of japanese
set : august - 1961
second anniversary











JAPANESE GARDEN IN FAIRYTALE TOWN

Chapter members are being asked to participate financially in Project Urashima Taro, which recently created a Japanese garden in Sacramento's Fairytale Town. The Project Committee, headed by Mr William Sakai, is still trying to raise funds for the entire cost of design which is under the supervision of Mr. Nagao Sakurai, well-known landscape architect from Japan now residing in Berkeley.

It is our understanding that the garden, based on the familiar Urashima Taro legend, was partially completed in something like two weeks to meet the August 26 deadline when the second anniversary of the opening of Fairytale Town was observed.

Funds are still needed to provide additional settings, plants and labor. There is no doubt that this worthwhile community project should be given every support by Sacramento citizens. Our Chapter president is a member of the Project Committee. The Sumitomo Bank of Sacramento is collection agency for this fund and everyone is urged to contribute whatever he can.

IKEBANA INTERNATIONAL • SEPT • 61

Big Turtle Arrives For Fairy Tale Town

A 220-pound turtle captured in Mombassa, Africa, will arrive in Sacramento today to make his home at the new Japanese Garden in Land Park's Fairyland. The Aldabra tortoise, as yet unnamed but able to carry youngsters "turtleback" around the area, was en route from Virginia late Tuesday night by railroad. City officials did not know Tuesday whether or not the mammoth land turtle was a male or female. They'll know today when zoo superintendent Henry Spencer sees it for the first time.

According to Spencer, if the turtle has a flat stomach it's a female. If it's concave it's a male. The turtle stands 2 feet high, is 48 inches wide and 41 inches long.

The newest addition to Sacramento's animal kingdom will be unveiled Saturday and Sunday during dedication of the new Miniature Japenese Garden in Land Park's Fairy Tale Town.

The Japanese Garden, designed by Nagao Sakurai, for 20 years the architect for the Imperial Palace in Tokyo, is titled Urashima Taro or The Fisherman and the Tortoise.

The turtle will make his home in the garden.

A complete program has been set by the city Recreation and Parks Department for both Saturday and Sunday at the new Fairyland area. It follows:

SATURDAY

10-10:30 A.M.—Sacramento Symphonic Youth Band concert, Russ Kline, conductor.

10:30 A.M. — Dedication ceremonies; authentic Japanese folk dance performed in full costume by Rosemary Harada and Naomi and Beverly Tihara.

11 A.M.—Puppet show.

1 P.M.—Dave Mori, magician; Recreation and Park Department dance classes.

2 P.M.—Dave Mori, magician; dance classes; Colello School of Music accordion group; Kilwinning dancers and bagpiper, Tommy Arthur.

3 P.M.—Colello School of Music accordion group; Kilwinning dancers and bagpiper, Tommy Arthur; puppet show.

SUNDAY

11 A.M.—Puppet show.

1 P. M.—Dave Mori, magician; dance classes

2 P.M.—Laura Zimmerman, unicyclist; dance classes; Colello School of Music accordion group.

3 P.M.—Magic man, Ronnie Rynearson; Laura Zimmerman, unicyclist; Colello School of Music accordion group.

4 P.M.—Magic man, Ronnie Rynearson; puppet show.

Ad Club Wins Service Prize

For its participation in Fairy Tale Town, Sacramento Advertising and Sales Club won first place award in public service activities at the 57th annual convention of Advertising Associations of the West, held in Mexico City.

Ralph D. Herbert, retiring president, headed a Sacramento delegation to the 11-state convention which was keynoted by James Farley, soft drink executive, and Robert C. Hill, U.S. ambassador to Mexico. Other Sacramentans returning Monday were Bill Hopkins, vice president-elect, C. William Queale and Mrs. Mildred Saslow.

In addition to its first place award, Sacramento Club won a third place for membership increase during the past year and a third place for programming.

The club will meet today at noon in El Rancho with Frank Keeling, personnel manager for The Sacramento Union, taking office as the new president.

Fairytale Town Gets New Set

A new set, an authentic Japanese garden, will be dedicated in conjunction with Fairytale Town's second anniversary celebration August 26-27. The set is being donated by John Breuner Company and Sacramento Japanese-American community.

Nagao Sakurai, internationally known landscape architect, will design the landscaping. Sakurai was for 20 years the landscape architect at the imperial Palace in Tokyo.

Fairytale Garden Will Be Dedicated

Picture on page A1.

Sacramento's magical world of make believe will take on an oriental atmosphere this weekend when Fairytale Town in William Land Park dedicates a miniature Japanese garden.

The new set follows the theme of the other storybook projects in the town—it is based on a fairytale. In this case it is an ancient Japanese fairytale entitled Urashima Taro, or The Fisherman And The Tortoise.

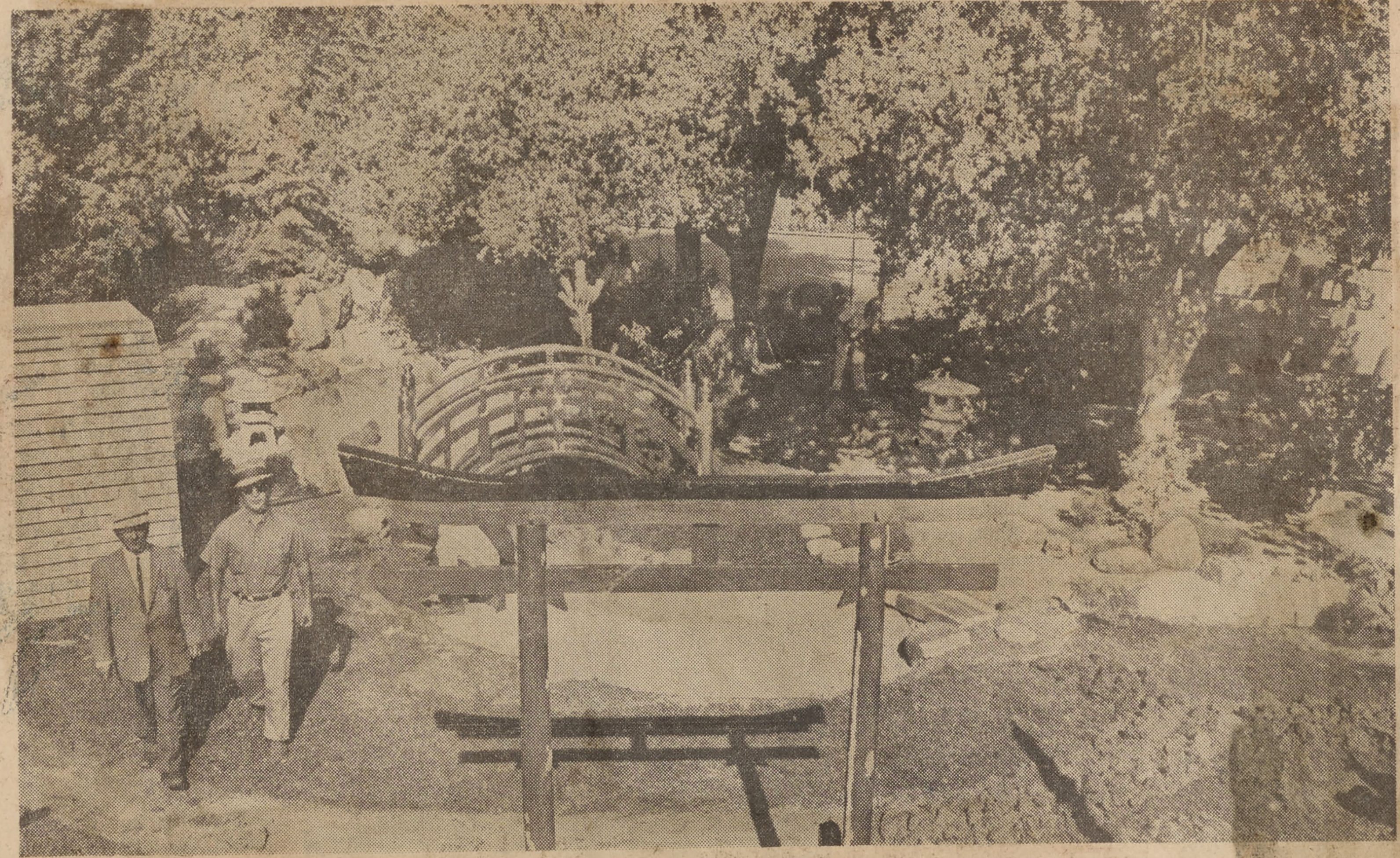
The story concerns a poor fisherman who befriends a tortoise which magically grows to an enormous size. The tortoise, grateful for the fisherman's friendship, offers to take him to a beautiful dragon palace at the bottom of the sea and in which lives a beautiful princess.

Weighs 220 Pounds

Fairytale Town's set will contain such a tortoise — a huge aldabra tortoise weighing 220 pounds and standing two feet high. It arrived today from Mombasa, Africa.

The tortoise will provide turtle back rides for youngsters.

The Japanese garden was donated by the John Breuner Company and the metropolitan area's Japanese-Americans. It was designed by Nagao Sakurai, former landscape architect at the imperial palace in Tokyo, and his assistant in the Sacramento area, Ted Ikemoto.



PORTRAYS LEGEND—Nagao Sakurai, left, former landscape architect for the Imperial Palace in Tokyo, Japan, and his Sacramento assistant, Ted Ikemoto, make an inspection tour of the Japanese garden in Fairytale Town in William Land Park. Sakurai designed the garden to portray the ancient Japanese legend of The Fisherman And The Tortoise. A live 220 pound land turtle arrived recently to make its home in the set and provide rides for the children. The garden will be dedicated during two day ceremonies tomorrow and Sunday coinciding with the second anniversary of Fairytale Town. The garden was donated by the John Breuner Co. and Americans of Japanese ancestry . Bee Photo

SACRAMENTO BEE • AUGUST • 61

SACRAMENTO SHOPPER • AUG • 61

Fairytale Town to Have Anniversary Celebration

Edward McGivern, supervisor of youth activities for the City Recreation and Park Department, announced that Fairytale Town's second anniversary celebration Saturday and Sunday will be highlighted by the dedication of a new set, a miniature Japanese garden.

Called Urashima Taro, or the Fisherman and the Tortoise, the set is being donated by Breuner's, and Americans of Japanese descent in the Sacramento area.

The ancient Japanese fairy tale is about a poor fisherman who befriends a tortoise which magically grows to an enormous size. Gratefully, it offers to take the fisherman to the beautiful dragon palace which lies at the depths of the sea, and in which lives a beautiful princess who never grows old.

Nagao Sakurai, internationally known landscape architect, and Ted Ikemoto, his assistant in the Sacramento area, are designing the landscaping for the set. Mr. Sakurai was formerly the landscape architect at the Imperial Palace in Tokyo.

Making its home in the set will be a giant Aldabra tortoise, native of Mombasa, Africa. The tortoise stands two feet high and weighs 220 pounds.

Among the special programs for the two-day celebration will be a Japanese folk dance, Sakura Sakura. Participating in traditional kimono dress will be Rosemary Harada, Beverly Tihara and Naomi Tihara. The dance will follow the dedication ceremonies scheduled for 10:30 a.m. Saturday.

Rollo the Clown and the Fairy Godmother and her magic birthday cake will be on hand both days to greet young visitors.

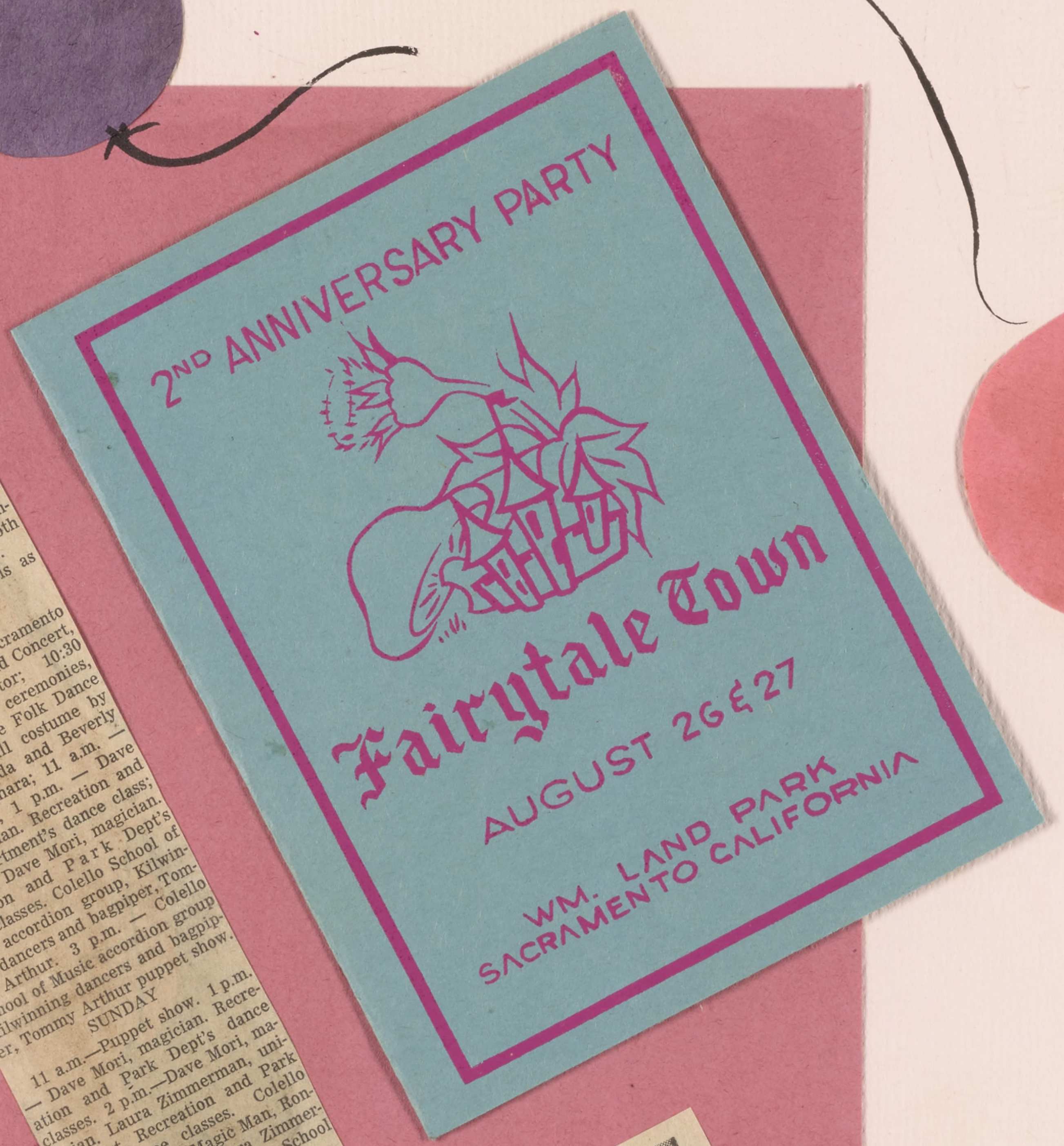
The complete program is as follows:

SATURDAY

10 to 10:30 a.m.—Sacramento Symphonic Youth Band Concert, Russ Kline, conductor; 10:30 a.m. — Dedication ceremonies, authentic Japanese Folk Dance performed in full costume by Rosemary Harada and Beverly and Naomi Tihara; 11 a.m. — Puppet show; 1 p.m. — Dave Mori, magician. Recreation and Park Department's dance class; 2 p.m. — Dave Mori, magician. Recreation and Park Dept's dance classes. Colello School of Music accordion group, Kilwinning dancers and bagpiper, Tommy Arthur. 3 p.m. — Colello School of Music accordion group Kilwinning dancers and bagpiper, Tommy Arthur puppet show.

SUNDAY

11 a.m.—Puppet show. 1 p.m. — Dave Mori, magician. Recreation and Park Dept's dance classes. 2 p.m.—Dave Mori, magician. Laura Zimmerman, unicyclist. Recreation and Park Dept's dance classes. Colello group; 3 p.m.—Magic Man, Ronnie Rynearson. Laura Zimmerman, unicyclist. Colello School of Music accordion group. 4 p.m. — Magic Man, Ronnie Rynearson. Puppet show.



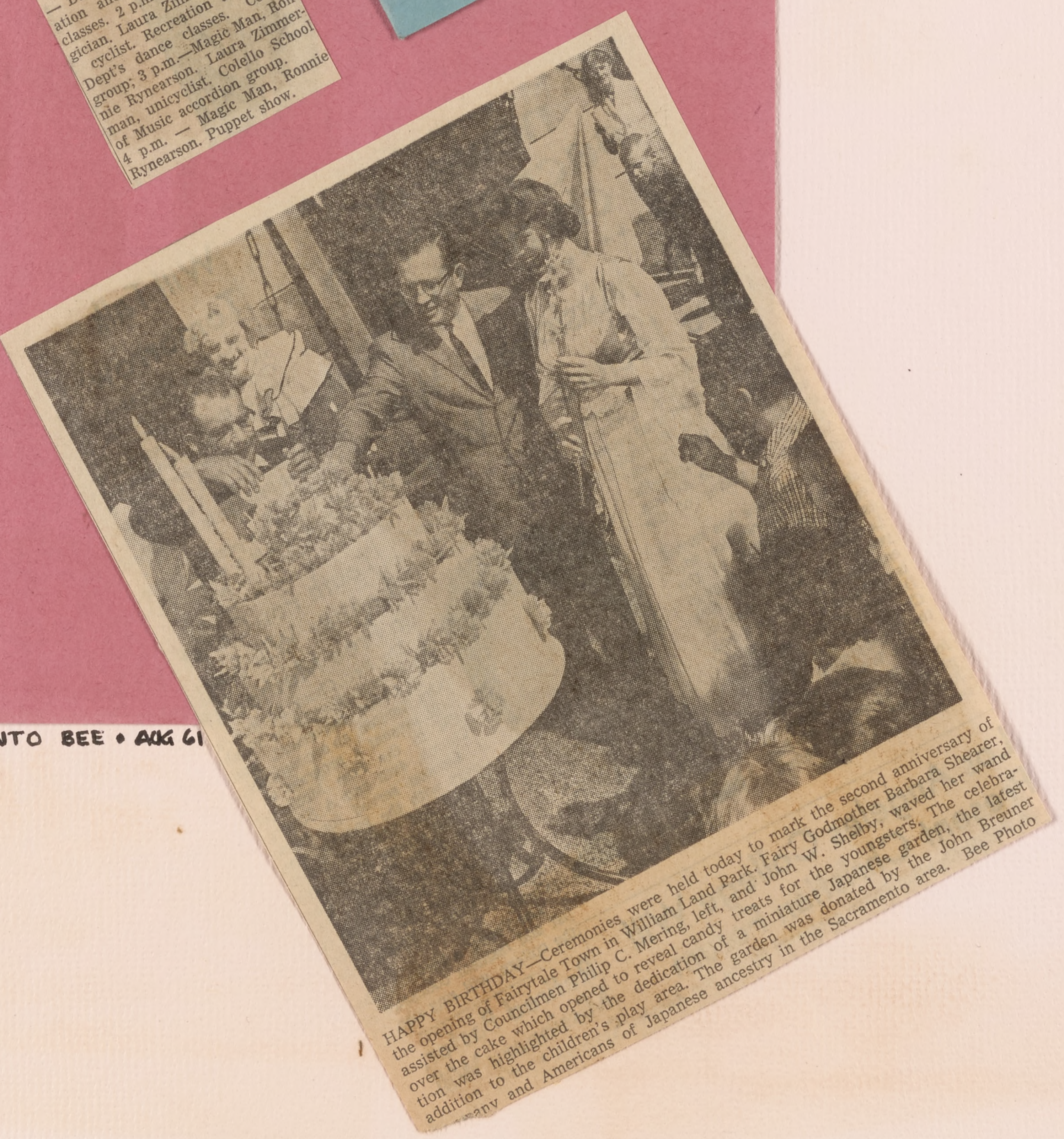
2ND ANNIVERSARY PARTY

Fairytale Town

AUGUST 26 & 27

WM. LAND PARK
SACRAMENTO CALIFORNIA

SACRAMENTO BEE • AUG 61



HAPPY BIRTHDAY—Ceremonies were held today to mark the second anniversary of the opening of Fairytale Town in William Land Park. Fairy Godmother Barbara Shearer, assisted by Councilmen Philip C. Mering, left, and John W. Shelby, waved her wand over the cake which opened to reveal candy treats for the youngsters. The celebration was highlighted by the dedication of a miniature Japanese garden, the latest addition to the children's play area. The garden was donated by the John Breuner pany and Americans of Japanese ancestry in the Sacramento area. Bee Photo

happy
birthday

SACRAMENTO SHOPPER • AUG. 61

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FAIRYTALE TOWN PROGRAM - 2ND ANNIVERSARY
August 26-27, 1961

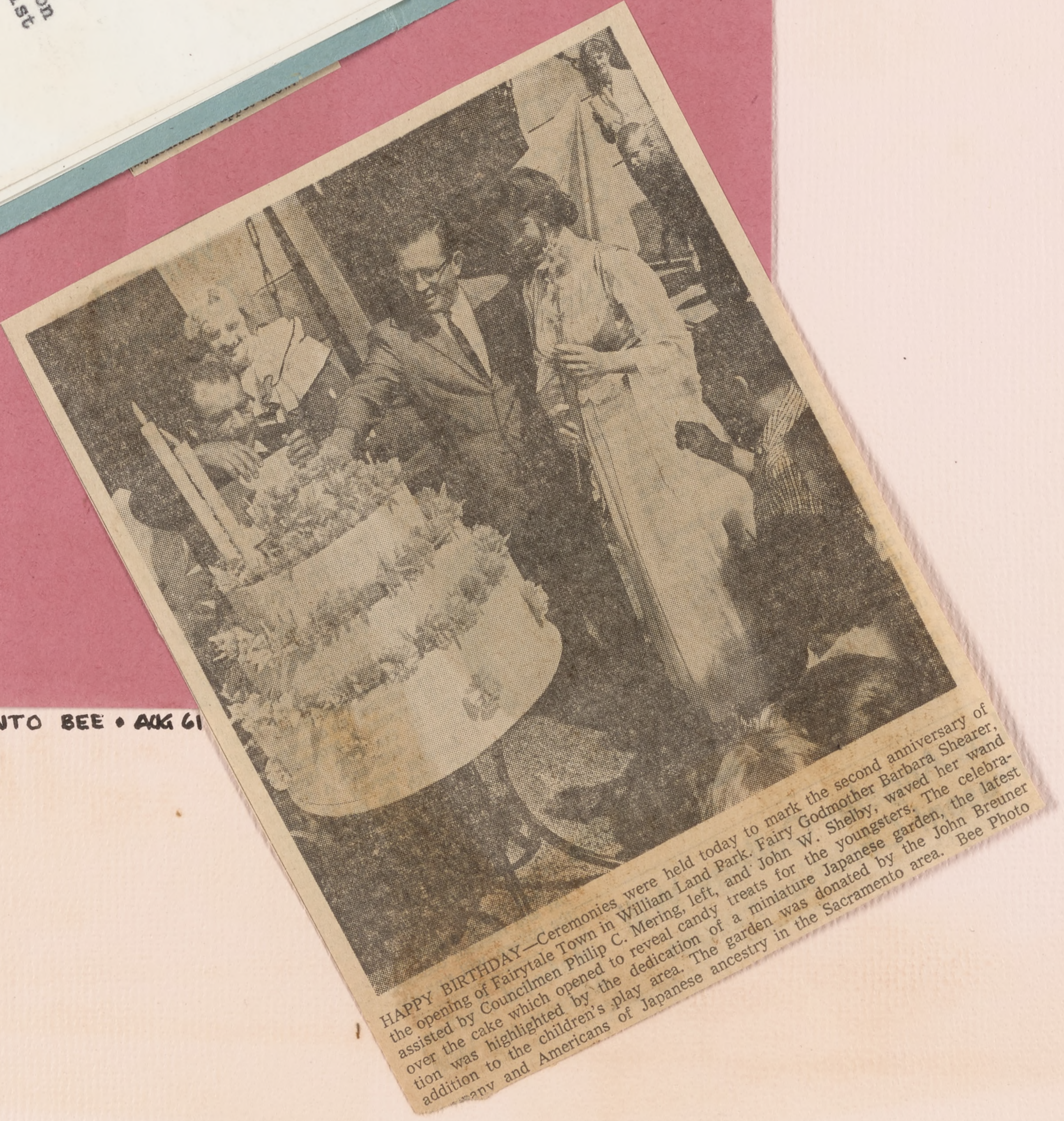
SATURDAY

10:00 - 10:30	Sacramento Symphonic Youth Band, Russ Kline, conductor
10:30	Dedication Ceremonies Japanese Dancers
	Puppet Show
	Dave Mori, Magician Department Dance Classes
11:00	Dave Mori, Magician Department Dance Classes
1:00	Colello Accordion Group Kilwinning Dancers and piper
2:00	Tommy Arthur Puppet Show

SUNDAY

	Puppet Show
11:00 A.M.	Dave Mori Magician Department Dance Classes
1:00 P.M.	Dave Mori Magician Laura Zimmerman, unicyclist
2:00 P.M.	Department Dance Classes Colello Accordion Group
3:00	Magic Man, Ronnie Rynearson Laura Zimmerman, unicyclist Colello Accordion Group
4:00	Magic Man, Ronnie Rynearson Puppet Show

SACRAMENTO BEE • AUG 61



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happy
birthday

AUG. 61

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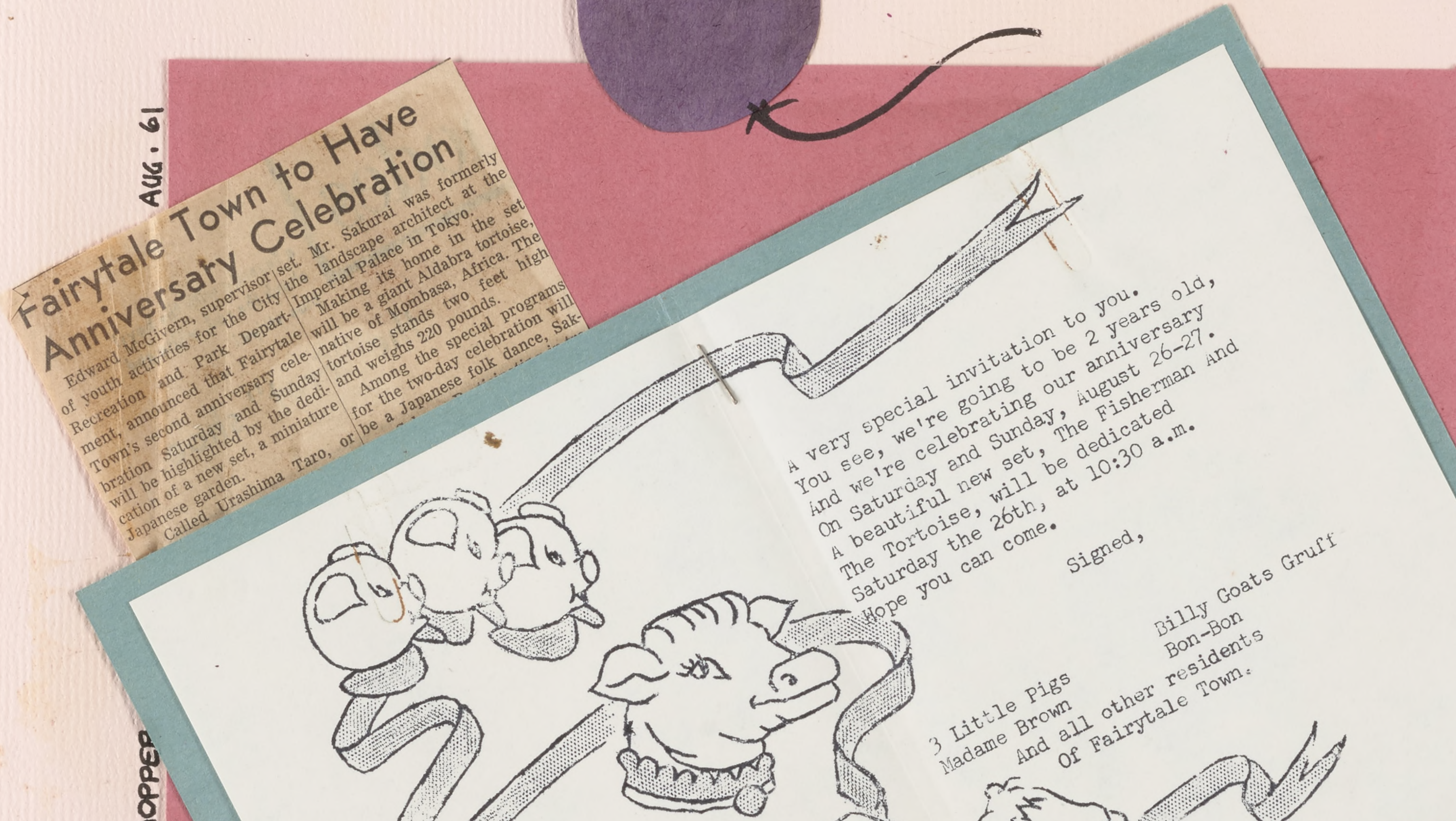
SACRAMENTO SHOPPER



A very special invitation to you.
You see, we're going to be 2 years old,
And we're celebrating our anniversary
On Saturday and Sunday, August 26-27.
A beautiful new set, The Fisherman And
The Tortoise, will be dedicated
Saturday the 26th, at 10:30 a.m.
Hope you can come.

Signed,

Billy Goats Gruff
Bon-Bon
3 Little Pigs
Madame Brown
And all other residents
Of Fairytale Town.

HAPPY BIRTHDAY—Ceremonies were held today to mark the second anniversary of the opening of Fairytale Town in William Land Park. Fairy Godmother Barbara Shearer, assisted by Councilmen Philip C. Mering, left, and John W. Shelby, waved her wand over the cake which opened to reveal candy treats for the youngsters. The celebration was highlighted by the dedication of a miniature Japanese garden, the latest addition to the children's play area. The garden was donated by the John Breuner pany and Americans of Japanese ancestry in the Sacramento area. Bee Photo

SACRAMENTO BEE • AUG 61

happy
birthday

junior league
provisionals

sacramento bee
march 7, 1961

Mmes. Cress Williamson, left, and Gale Peck, paused midway in their journey along the Crooked Mile walk All provisionals will undergo an intensive training year when each will tour all the agencies supported by the league with volunteers and donations. The league donates more than 10,000 volunteer hours annually to various agencies in the community.

An overall view of Fairy Tale Town was seen by Elinor Templeton, left, and Mrs. Bruce Burns from their vantage point of the north toll gate.

Cinderella's pumpkin carriage was tried out for size by Mmes. James Diepenbrock, inside left, and Mrs. Elvin O. Brown, Jr., while they talked with Mrs. Donald Hanson.

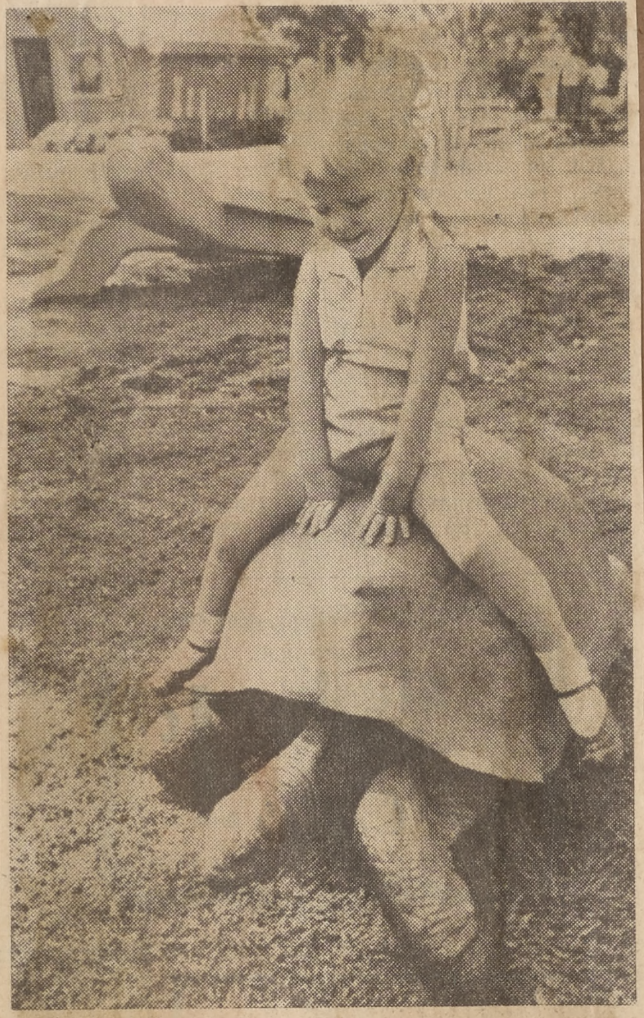
The trio above chose the water pump as a resting place during their tour of the grounds. They are, left to right, Mmes. Lawson Adams, John Halladay and David Higgins. The provisionals will be honored at a lunch Monday in the Hotel El Dorado. They will form a receiving line at 11 AM to meet the active and sustaining members. Mrs. Richard Reese will preside and Jean Friaux has charge of the lunch arrangements.

Bee Photos

Other provisionals scanned the horizon from the prow of the pirate ship. Left to right are Mmes. Cordes W. Ankele II, Robert Wulff, Harry H. Kanner and Joseph Henry Glide III.

NEOPHYTES—Fairy Tale Town, a Junior League of Sacramento, Inc., sponsored project, was the setting for these pictures of the 1961 provisional members of the league. Above, at the Three Little Pigs stockade, are Mmes. Roderick Read, left, and Mary Ann Rugaard.

SACTO BEE
AUGUST. 61



SLOW RIDE — Charmaine Ann Mueller was the first to ride the new turtle which arrived in Fairytale Town in William Land Park this morning. The 220 pound reptile, believed to be hundreds of years old, will make its home in the new Japanese garden which will be dedicated by ceremonies Saturday and Sunday coinciding with the second anniversary of Fairytale Town. Story on page C1. Bee Photo by Robert Handsaker

Big Turtle Arrives For Fairy Tale Town

A 220-pound turtle captured in Mombassa, Africa, will arrive in Sacramento today to make his home at the new Japanese Garden in Land Park's Fairyland. The Aldabra tortoise, as yet unnamed but able to carry youngsters "turtleback" around the area, was en route from Virginia late Tuesday night by railroad. City officials did not know Tuesday whether or not the mammoth land turtle was a male or female. They'll know today when zoo superintendent Henry Spencer sees it for the first time.

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4 P.M.—Magic man, Ronnie Rynearson; puppet show.

Fairytale Town Has Special Kiddie Shows

Special programs will be presented in the children's theater at Fairytale Town each weekend from now on.

Schedule for the programs is:

Saturdays—3 p.m., puppet show and at 3:30 p.m. a children's story hour. Sundays—at 2 p.m. puppet show, 3 p.m. children's story hour, and at 3:30 puppet show.

Fairytale Town is located in William Land Park and is open everyday except Monday from 10 a.m. to 5:30 p.m. Admission to the facility is 15c for adults and 10c for children.

OCT. 25 - 61 - UNION

Fairytale Town Reelects Officers

Mrs. Thomas J. Nolan has been reelected president of Fairytale Town Incorporated, the organization which administers the operation of the children's recreation center in the William Land Park.

Other officers reelected during a recent meeting are Allan Thomas, vice president; Mrs. K. W. Blankenburg, secretary; Edward McGivern, treasurer; Mrs. Don E. Reid, Mrs. Frederick von Geldern and Anthony Spencer, directors of the organization.

Mrs. Thomas J. Nolan
Bee Photo

Mrs. Nolan Is Fairytale Town Head

Mrs. Thomas J. Nolan, a coordinator of parent education in the city school's system, has been elected president of Fairytale Town, Inc., for 1962. She succeeds City Councilman Philip C. Mering.

Other officers serving with Mrs. Nolan are Allan Thomas, vice president; Edward McGivern, treasurer, and Mrs. K. W. Blankenberg, secretary.

Newly elected to the board of directors was William I. Sakai of 1454 34th Street, an importer-exporter. Reelected to the board were Mrs. Sumner Hering, Mrs. Robert Else, Mrs. Nolan and Mering.

Holdover directors are Mrs. Don Reid, Dr. Lester Brownell, Al Caples, Albert W. Hellenthal and Mrs. Edwin Grebitus, Jr.

SACTO BEE - OCT - 62

Fairytale Aides Name

Mrs. Thomas J. Nolan, who represents the Sacramento City Unified School District on the board of directors of Fairytale Town, Inc., was unanimously re-elected president of Fairytale Town, Inc. at the board's annual meeting.

Also re-elected were the rest of the current year's officers:

Vice president, Allan Thomas, Crocker-Anglo National Bank; secretary, Mrs. K. W. Blankenburg, PTA representative; treasurer, Edward McGivern, City Park and ecreation Department representative; and board members Mrs. Don E. Reid, Junior League representative; Mrs. Frederick von Geldern, Junior League representative; and Anthony Spencer, of the William Land Park Zoo.

Other remaining board members are: Dr. Lester Brownell; Al Caples, Building and Construction Trades Council representative; Mrs. Edwin Grebitus Jr., Junior League representative; Albert Hellenthal, Sacramento Advertising Club representative; City Councilman Philip Mering; William I. Sakai, representing the Americans of Japanese Ancestry.

SACTO UNION
OCT. 30 . 62

SAC. BEE

MONDAY, MARCH 26, 1962—36 PAG

FRECKLES AND FUN IN THE SUN — This baby goat may have a beautiful black and white coat but he had to take a back seat to the marvelous array of freckles sported by Patricia Banderob, 7. But personal adornments were lost on both as Patricia and the goat concentrated on the business at hand: Feeding time in Fairytale Town. Patricia, the daughter of the R. F. Banderobs of 3144 Trussel Way, was one of thousands of youngsters and adults who took advantage of the fine weather yesterday to visit the attractions at William Land Park. More pictures are on page C1.

Bee Photo by George Roberts

Local Folks are Getting Neater In Their Use of Public Parks

Sacramentans are getting tidier, at least in their use of park facilities.

Author of the statement is Val Viegas, city Recreation and Parks Department foreman-laborer who lives at 2156 Sixth Ave.

"We haven't had a major problem since the big push on automatic garbage disposal units three years ago," Viegas said.

"People living close to parks gave us a headache when they got rid of their garbage cans and started dumping their papers, bottles and cans in our trash containers," he added.

Seepage at parks near the river, the Southern Pacific Depot, and springtime are main problems these days.

WATER AND WINOS

The first two are hard to control, what with water and winos affected, but park personnel keep an eagle eye on the youth of the community for at least token observance of proprieties. However, they aren't always successful in curbing spring-fed emotions.

With weather improving every weekend, folks crowding parks for picnics, the zoo and Fairytale Town leave quite a pile of trash for the pickeroo crew. Sanitation trucks sometimes pick up as much as two or three truckloads from Land Park alone after two hectic days. Parks have five-day pickups most of the year and a sixth pickup is added in the summer.

SOME ARE NEAT

Among the neatest parks, according to Viegas, are Fairytale Town and Plaza Park—home of the checker players. Children have fun feeding the soldier trash cans at the former and the city's older citizens police their own grounds diligently.

There are 24 full-time employes at Land Park alone, and 14 part-timers are hired during summer months. Fringe benefits hold turnover to a minimum, Viegas said.

PLENTY OF WORK

In addition to cleaning up, maintenance chores keep the park staffs busy.

Workmen were fixing a Japanese garden at Fairytale Town the other day and Viegas also had to eliminate a bottleneck for the huge desert turtle.

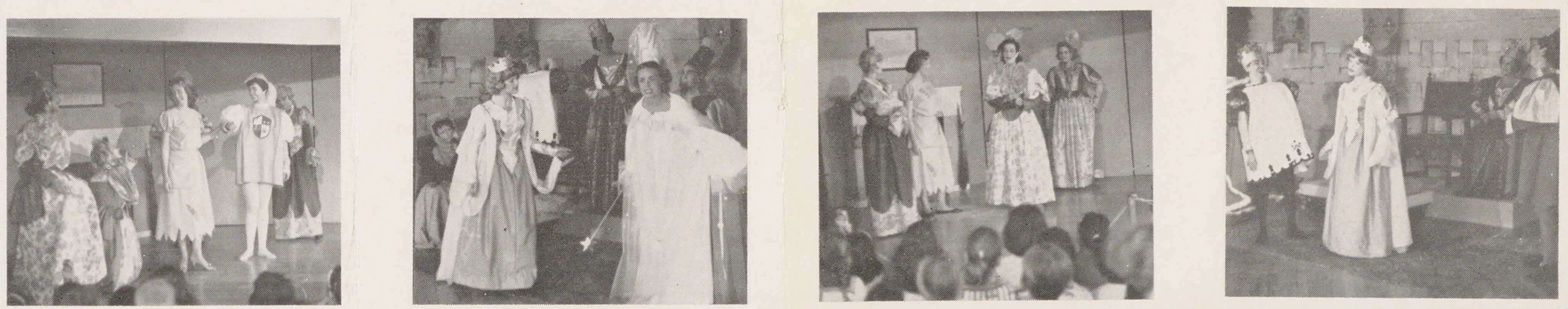
The turtle, which almost froze to death upon arrival until radiant heat was put in its house, was in danger of trapping itself between a door and the fence.

A simple solution was to install a hook to hold the door out of the turtle's path.

PUT 'ER THERE, PARDNER — Jimmie Smith, 2780 Olive St., Woodland, does his bit to help keep Fairytale Town in William Land Park clean. The soldier invites children to feed him.

Tales Out of Fairy Tale Town

MAY 1962

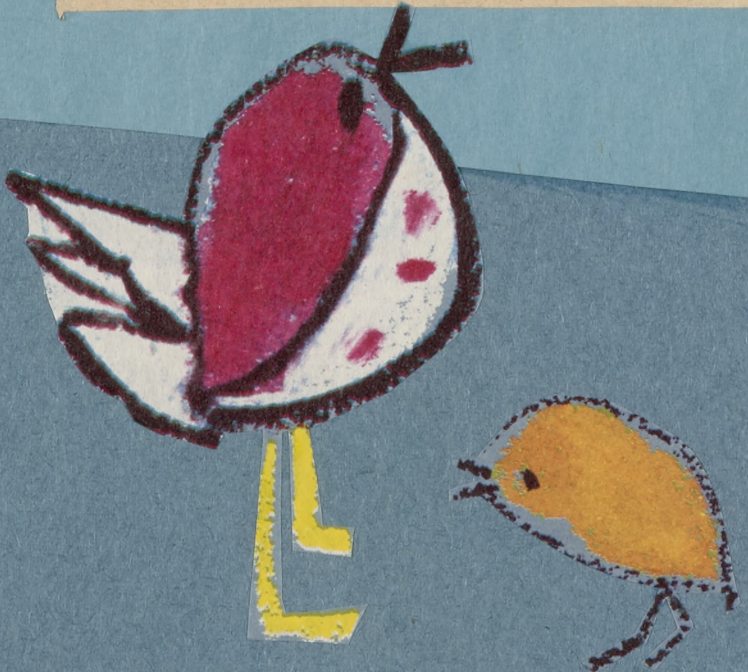


The Saturday afternoon performances of "Cinderella" and "Sleeping Beauty" performed by the Junior League Children's Theatre were enthusiastically received by the children at Fairytale Town. The actors were brilliant, the costumes beautiful, and the overall enthusiasm of the actors and back-stage crew were overwhelming. The organizational work of Alice Longyear, Evelyn Revitt and Ruth Martin was outstanding.

The children LOVED it — every-bit of it. They loved the warmth of the whole show — the clever faces and paces of the casts. Let's face it — the kids loved it and that's what it's for, isn't it?

May 20, 1962

FOR CHILDREN—Members of the Junior League of Sacramento, Inc., are presenting plays for children on Saturday afternoons in Fairy Tale Town. Rehearsing for a performance of Sleeping Beauty June 2nd are, from left, Mrs. Lyman Lacy, Dino Colangelo, set designer; Mrs. Donald Reid, Mercer Runyan, director, and Mrs. Albert Reid. The league will present Cinderella Saturday in two performances. Bee Photo



The Sacramento Union

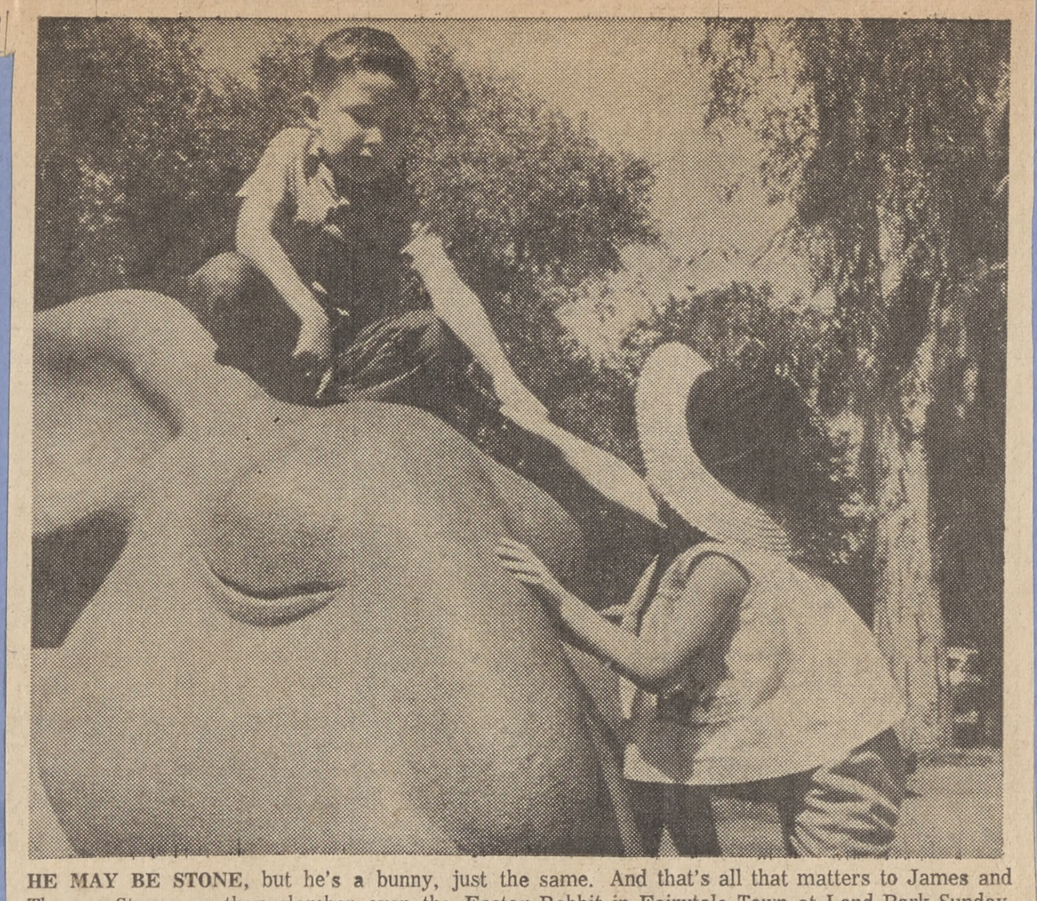
SUNDAY MORNING, MARCH 18, 1962 13

SAC. BEE

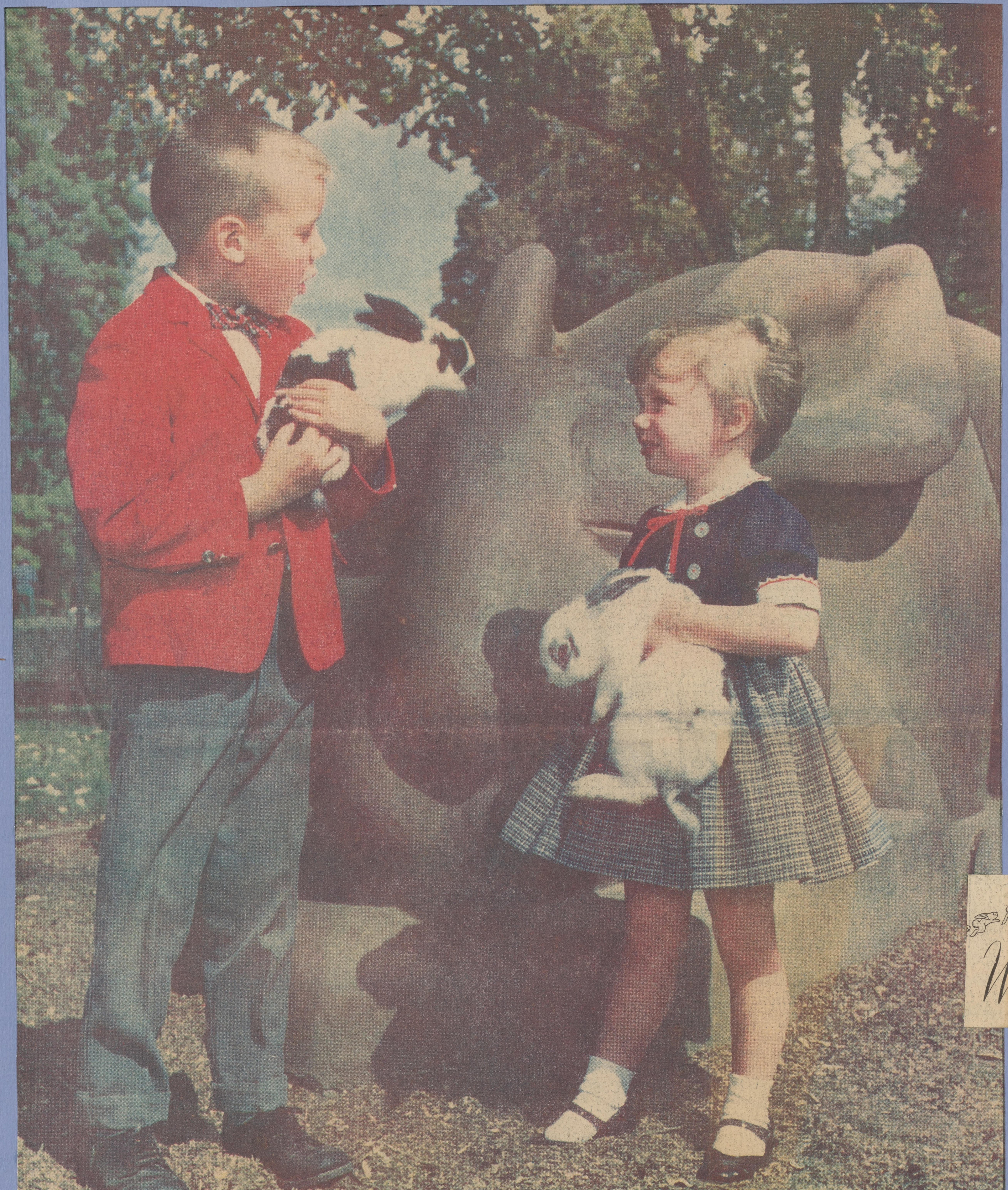
SUNDAY, JULY 22, 1962—168 PAG

PUPPET MAKERS—Ann and Michael Miller costume one of the puppets they made in a puppet workshop conducted at Fairytale Town by the city recreation department. The handiwork of the Miller children and others who participated in the workshop will be displayed in puppet shows to be staged Wednesday at 1:30, 2:30 and 3:30 PM in Fairytale Town. Bee color photo

THE SACRAMENTO UNION Monday, April 23, 1962



HE MAY BE STONE, but he's a bunny, just the same. And that's all that matters to James and Theresa Stroup as they clamber over the Easter Rabbit in Fairytale Town at Land Park Sunday.



Women's Activities

THE SACRAMENTO BEE, Sunday, April 22, 1962 C* W1

John Corin and Diane Linggi took advantage of the Easter vacation to visit with the Easter bunnies in Fairy Tale Town.

Diane was not sure whether she appreciated the live bunnies and might be better satisfied with the stuffed variety she will find in her Easter basket today. John is the son of Mr. and Mrs. Earl Corin of Roseville and Diane is the daughter of Mr. and Mrs. Donald E. Linggi of Sacramento.

Bee color photo by Don Horton

DOMICH DONATES

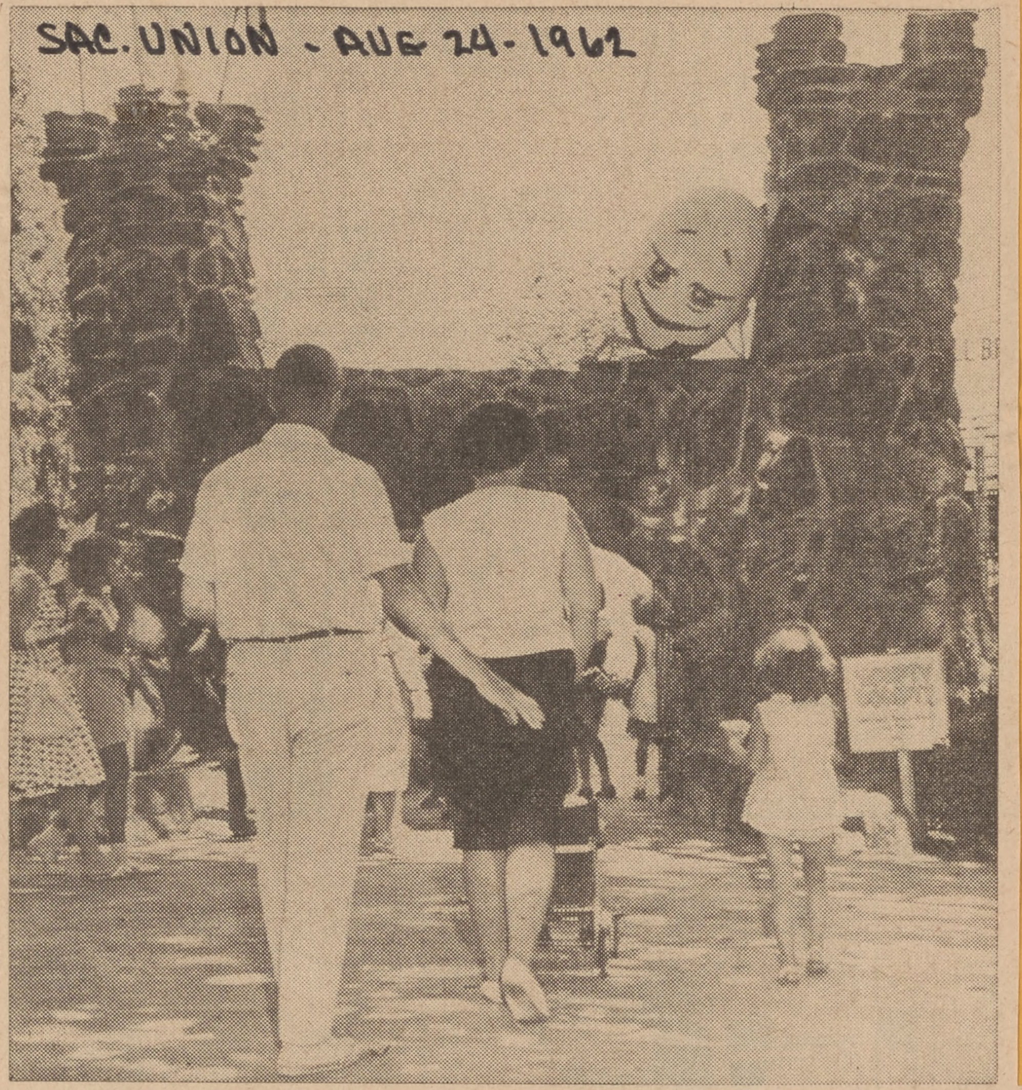
Adopted a resolution calling a special election as part of the November general election to amend the city charter for the purpose of merging the office of city prosecutor with that of the office of county district attorney.

Received notice that Councilman Domich had donated $1,500 to the city for construction of another entrance to Fairy Tale Town.

"My family wishes to make this donation because it feels this is one of the city's most worthwhile recreation projects, and because it has derived a great deal of pleasure from the project," Domch said.

8/10/62 Sac. Union –

SAC. UNION - AUG 24 - 1962



HUMPTY DUMPTY, perched over the entrance to Fairytale Town in Land Park, is welcoming visitors to the town's third birthday celebration this weekend. And if he doesn't fall, Humpty Dumpty will be a permanent fixture. The new set was donated by Mr. and Mrs. Dan J. Domich and family. Domich is a member of the Sacramento City Council.

Fairytale Town Program Today

Today's program for Fairytale Town's third birthday celebration is:

11 a.m. — Coolello Accordion School.

11:30 a.m.—Puppet Show.

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12:25 p.m.—Puppet Show.

1 p.m.—Recreation and Park Department Dance Classes.

1:30 p.m.—Puppet Show.

2 p.m.—Boy Scout Indian War Dancers.

2:30 p.m.—Trotter Dance Studio.

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3:15 p.m.—David Mori, Magician.

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4:45 p.m.—Puppet Show.

Fete Will Hail New Entrance To Fairytale Town

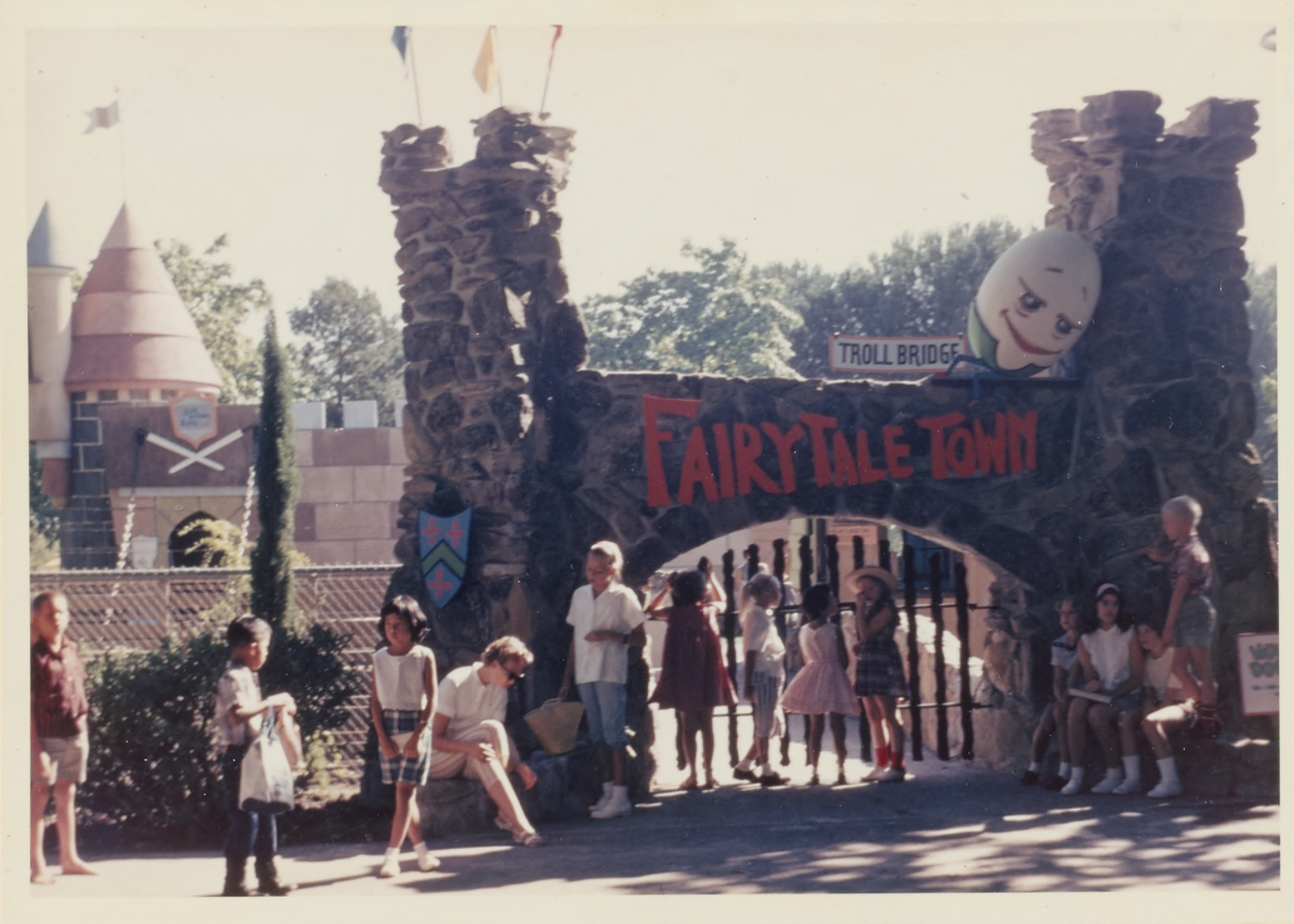
Edward McGivern, general supervisor of youth activities for the city recreation and parks department, today announced a new attraction in Fairytale Town, Humpty Dumpty, will be dedicated Saturday and Sunday.

Donated by the Dain J. Domich family, the addition will serve as the new entrance to Fairytale Town.

The dedication will be conducted during the third anniversary of the opening of Fairytale Town.

Rollo, the clown, in addition to the traditional fairy godmother, will be on hand for the two day observance. Special programs planned for the occasion include a concert by the Sacramento Symphonic Youth Band, Boy Scout Indian war dancers, puppet shows, magicians, dance groups, plays and accordion groups.

The admission prices are 10 cents for children and 15 cents for adults.



Anniversary Program Is Set For Fairytale Town

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A highlight of the celebration will be the dedication of Humpty Dumpty, a new set which will serve as the entrance to the facility.

The program follows:

Saturday—9:30 AM, concert by the Sacramento Symphonic Youth Band, Russell Kline, conductor; 10 AM, dedication of Humpty Dumpty and Flag raising ceremony by Boy Scout Troop 10; 11 AM, puppet show; 11:30 AM, dances by classes of the recreation department; 12 noon, puppet show; 1 PM, dance program; 1:30 PM, puppet show; 2 PM, Boy Scout Indian war dancers; 2:30 PM, program by Trotter Dance Studio; 3 PM, David Mori, magician; 3:30 PM, Trotter Dance Studio; 3:50 PM, Indian war dancers; 4:15 PM, Bill Hutcheon, magician; 4:45 PM, puppet show.

School; 11:30 AM, puppet show; 11:50

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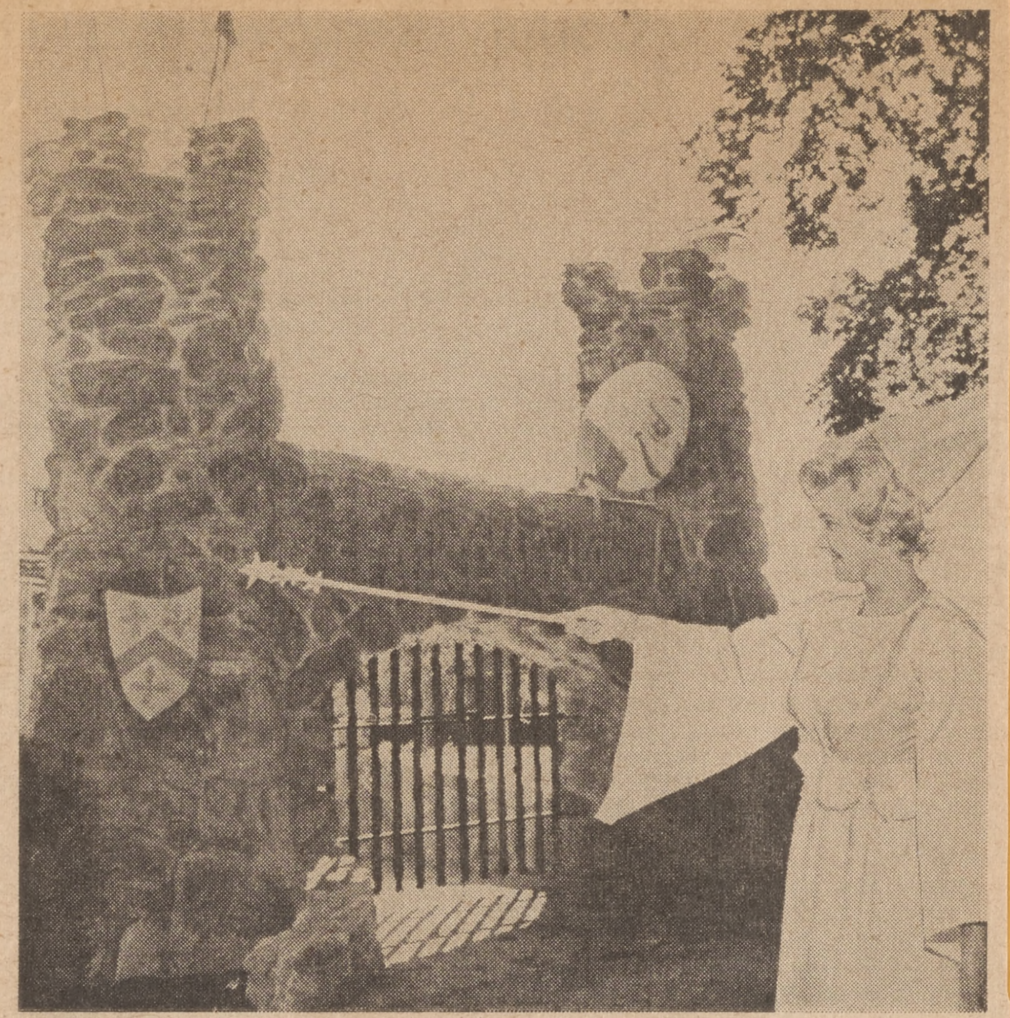
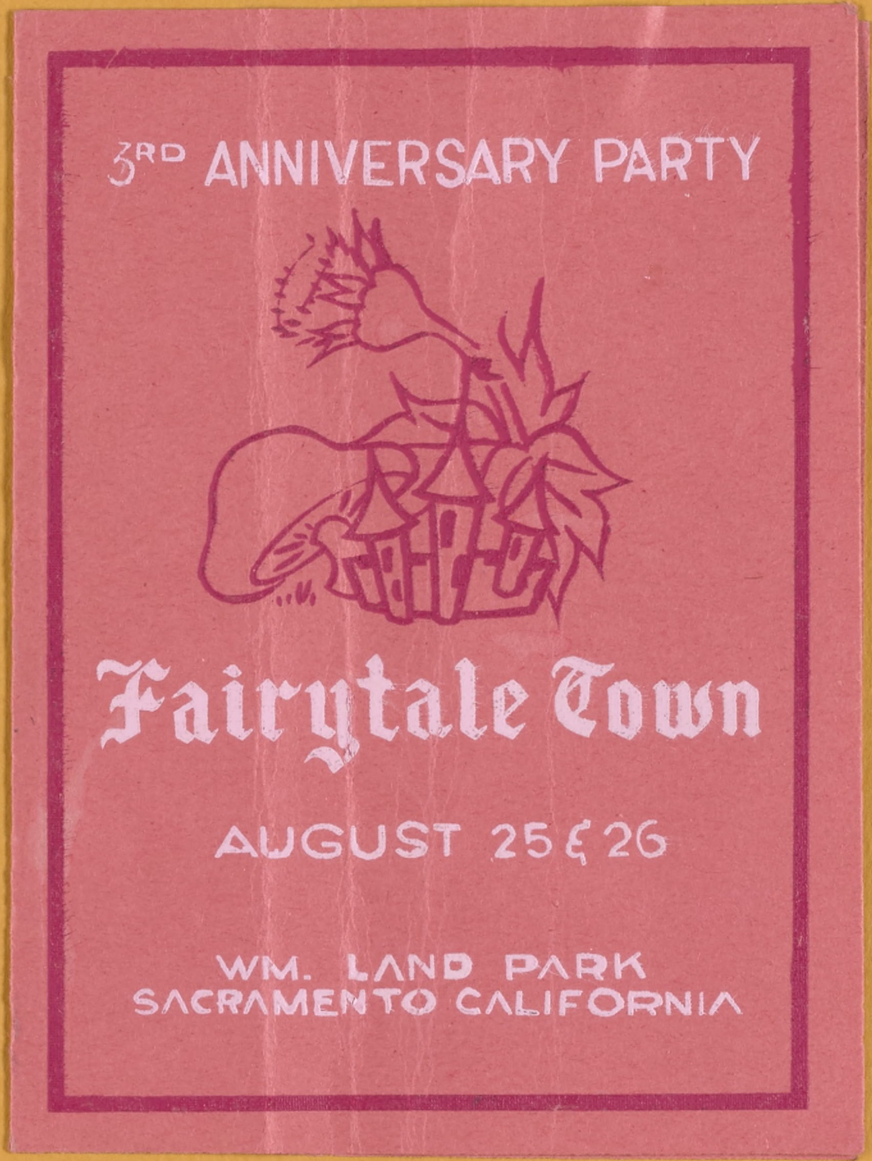


LATEST ADDITION—Carole Sulli, fairy godmother of Fairy Tale Town, points to the latest attraction at the children's facility. A new entrance, complete with Humpty Dumpty, has been added. Humpty Dumpty, the gift of the Dain J. Domich family, will be dedicated at 10 AM tomorrow at the start of the Fairy Tale Town's third anniversary celebration through Sunday. A variety of entertainment offerings will be presented both days. Bee Photo

AUG. 24 - 1962



3RD ANNIVERSARY PARTY

Fairytale Town

AUGUST 25 & 26

WM. LAND PARK
SACRAMENTO CALIFORNIA

New Facility At Fairytale

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The addition, donated by the Dain P. Domich family, will serve as the new entrance to Fairytale Town. The dedication will be part of the facility's third anniversary celebration.

On hand for the two-day event will be the traditional fairy godmother and Rollo, the clown. Included among the special programs planned for the occasion are a concert by Sacramento Symphonic Youth Band, Boy Scout Indian War dancers, puppet shows, dance groups, plays, magicians and accordion groups.

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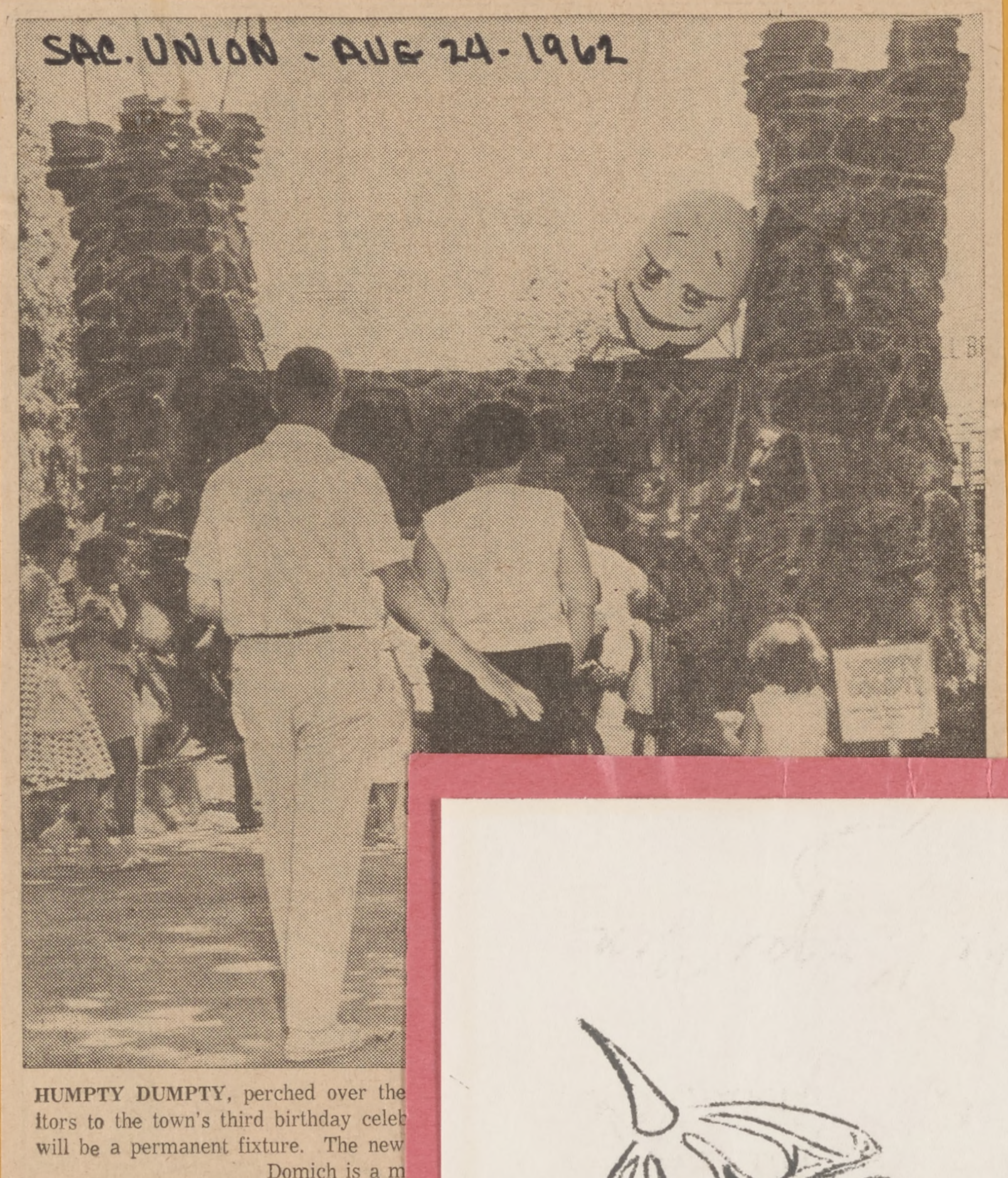
SAC. UNION - AUG 24-1962



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ALL THE KING'S MEN ARE INVITING
YOU TO OUR THIRD ANNIVERSARY
PARTY ON SATURDAY AND SUNDAY,
AUGUST 25th AND 26th.

DEDICATION FOR OUR NEW SET,
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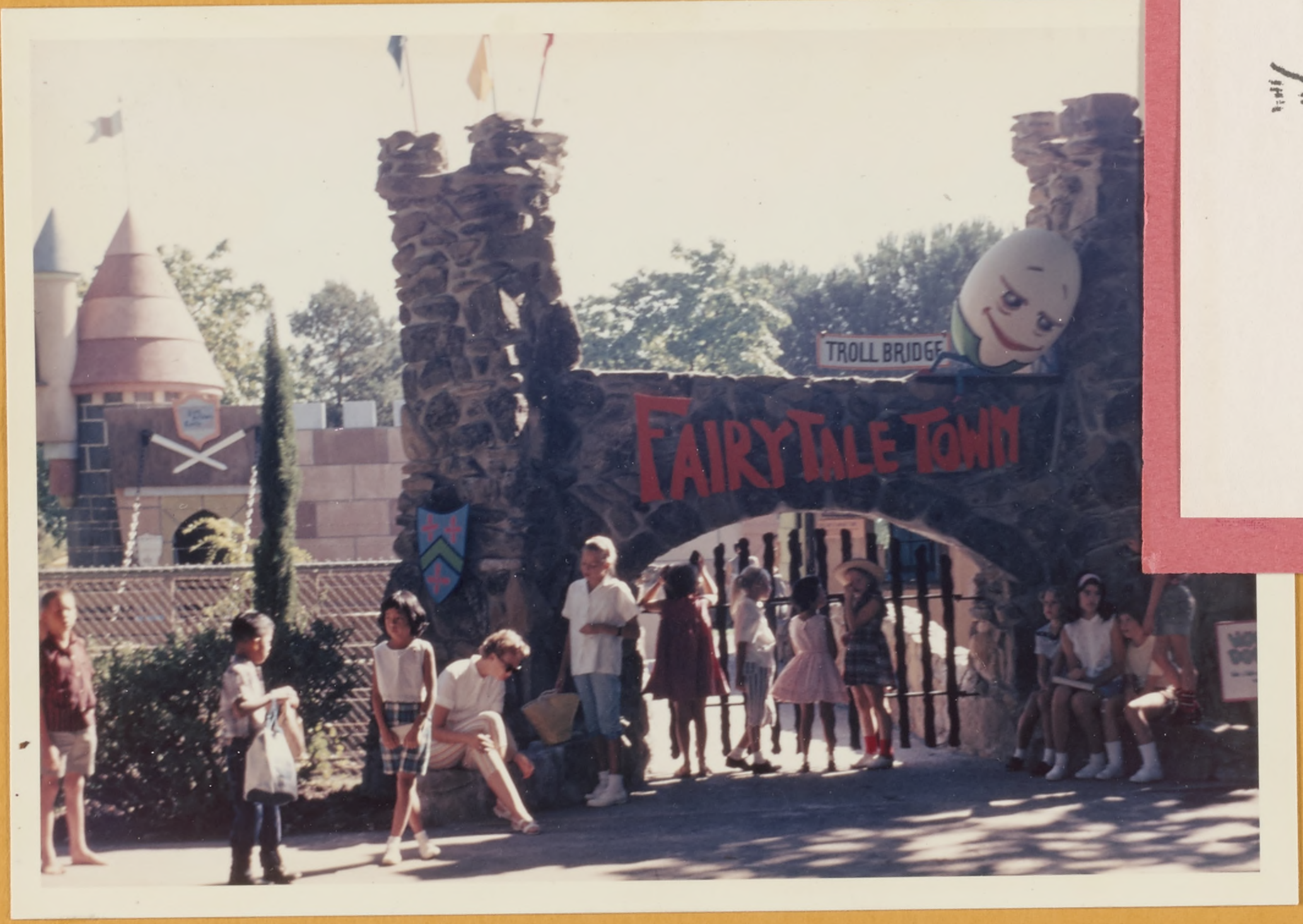

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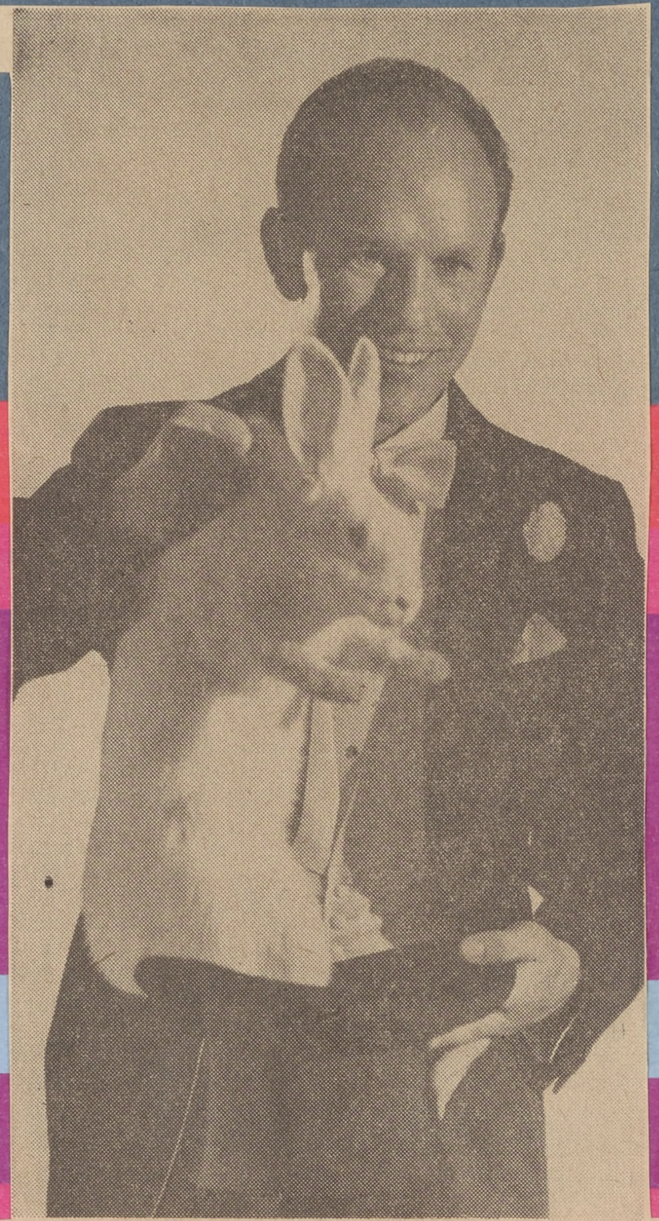
1963:

THE SACRAMENTO BEE
Friday, January 11, 1963



Magician Robert Brown shows one of the tricks he will perform for the small fry at Fairytale Town Sunday.

New Series Of Programs Is Set For Fairytale Town

A bright new series of programs designed to keep young visitors to Fairytale Town enthralled will begin Sunday in the playland in William Land Park.

Robert Brown, an accomplished Sacramento magician, will be the first on the list of exciting performers who will entertain this year.

Brown, assisted by his sons, Robby, 17, and Steve, 16, will stage his show of sleight of hand tricks and other magic at 2 PM in the Childrens Theater in Fairytale Town.

Among the magic tricks he and his sons will perform will be the famed The Cups And Balls, Chinese Linking Rings and The Japanese Thumb Tie.

Many other special events with outstanding performers are planned to enhance the enjoyment of the make believe land of Fairytale Town, a big attraction for many youngsters.

Among these will be Adelene Winter, who will tell stories; Andre Longfield, who will put on a puppet show, and the Sacramento Junior League production of Little Red Riding Hood And Aladdin.

There also will be Indian dances, musicians, children's play and many other entertainments.

Junior League Show Will Be Given Today

MAR. 4 - 1963 SAC. UNION

"Little Red Riding Hood," the second of two shows being presented by the Junior League of Sacramento, Inc., will open this afternoon in the Children's Theater, Fairytale Town, chairman Mrs. William Revitt announced.

The first show, "Aladdin and His Magic Lamp," opened April 27.

The plays will be presented at 1:30 and 3 p.m. "Aladdin" will be staged May 11, 25 and 26 and "Red Riding Hood," May 18, June 1 and 2.

Children from Washington Neighborhood Center, John Muir School, Crippled Children's Pre-School, Sacramento Receiving Home, St. Patrick's Home and Dos Rios Girl's Club attended a special preview Friday.

Richard Fullmer, director, wrote the "Red Riding Hood" script. The other script was adapted by Mrs. Forrest A. Plant. Dino Colangelo designed the sets and costumes.

Cast and crew members of the two shows include Mmes. Gale Peck, Albert Reid Jr., Robert D. Butler, Robert S. Leake, James Yelland, Burton A. Swartz, Arthur Breuer, Harry J. Devine Jr., Alfred J. Allen, William Revitt, Arthur W. Brown, Donald W. Hanson, Fritz von Geldern, Ralph M. Scurfield, Ray M. Hurtzis, Winton Hill, Herbert McDuffee Jr., Earl Corin, Bruce C. Stewart, Gerald G. Johnson, Thomas Hammer, Peter M. Dunn, Burton Olsen Jr., Roger D. Mackey, Bernard Rooney, Delbert J. O'Connor, Donald L. Walker, Malcolm McConnell and Misses Laurie Thornton, Geri Kolb and Ann Welch.

FAIRYTALE TOWN THEATER

PRESENTS

LITTLE RED RIDING HOOD

Produced by

THE JUNIOR LEAGUE OF SACRAMENTO, INC

Camera Cornered

MARCH 9 - 1963 - SAC BEE

BIG STRETCH — James Hack, a supervisor at Fairytale Town in William Land Park, feeds a doe in the town's deer pen. Bee Photo

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Red Riding Hood, Aladdin Performances Are Set

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FAIRYTALE TOWN THEATER

PRESENTS

ALADDIN AND HIS MAGIC LAMP

Produced by

THE JUNIOR LEAGUE OF SACRAMENTO, INC

SAC. BEE

SUNDAY, APRIL 14, 1963—

EASTER AT FAIRYTALE TOWN—Melanie K. Hale, 3, admires the large Easter bunnies at Fairytale Town. A full program of activities, weather permitting, will begin at 1 o'clock this afternoon at Fairytale Town for the younger set and will continue to 5:30 o'clock. Bee Color Photo

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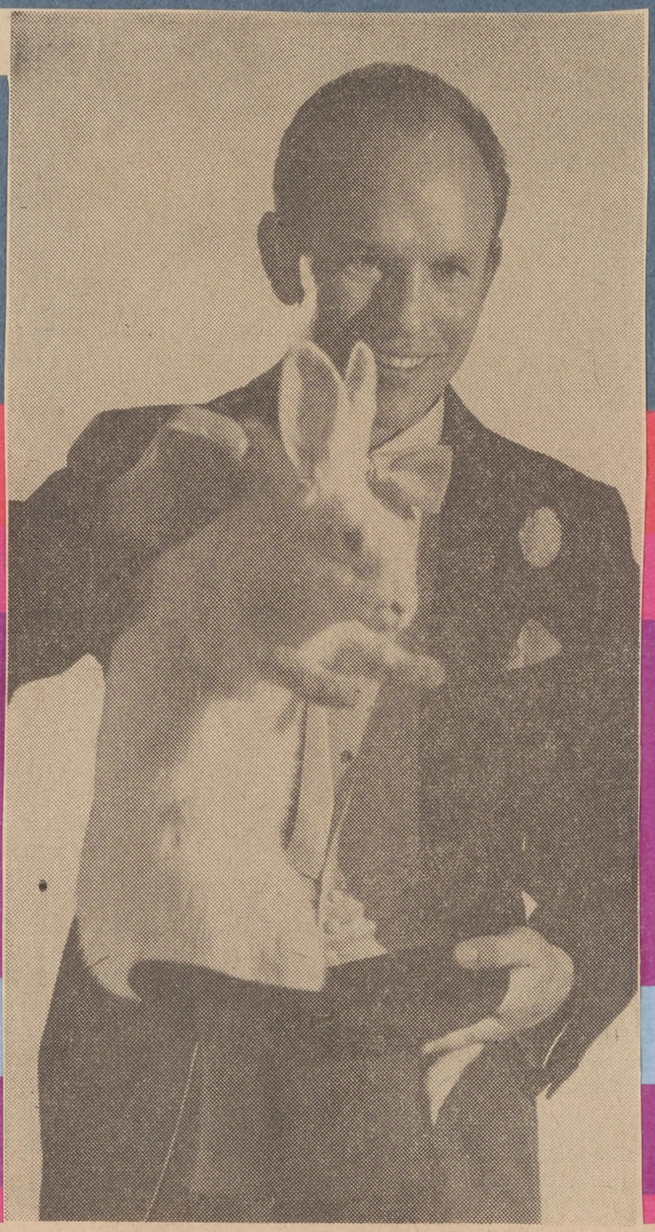

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CAST:

Red Riding Hood	Mrs. Arthur Breuer
Mother	Mrs. William Revitt
Grandma	Mrs. Alfred Allen
Woodsman	Mrs. Fritz Von Geldern
Old Lady in Shoe	Mrs. Arthur Brown
Little Bo Peep	Mrs. Donald Hanson
Wolf	Mrs. Winton Hill
Narrator	Mrs. Harry Devine, Jr.

****

Directed by: Richard Fullmer
Costume and Set Design: Dino Colangelo
Stage Manager: Mrs. Ralph Scurfield
Jr. League Theater Chairman:
Mrs. William Revitt

CAST:

Aladdin	Mrs. Gale Peck
Mother	Mrs. Albert Reid
Magician	Mrs. Robert Butler
Grand Visor	Mrs. Robert Leake
Princess	Mrs. Paul Stone
Sultan	Mrs. James Yelland
Dancers	Barbra Briggs Studio

****

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Costume and Set Design: Dino Colangelo
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King Arthur's Castle

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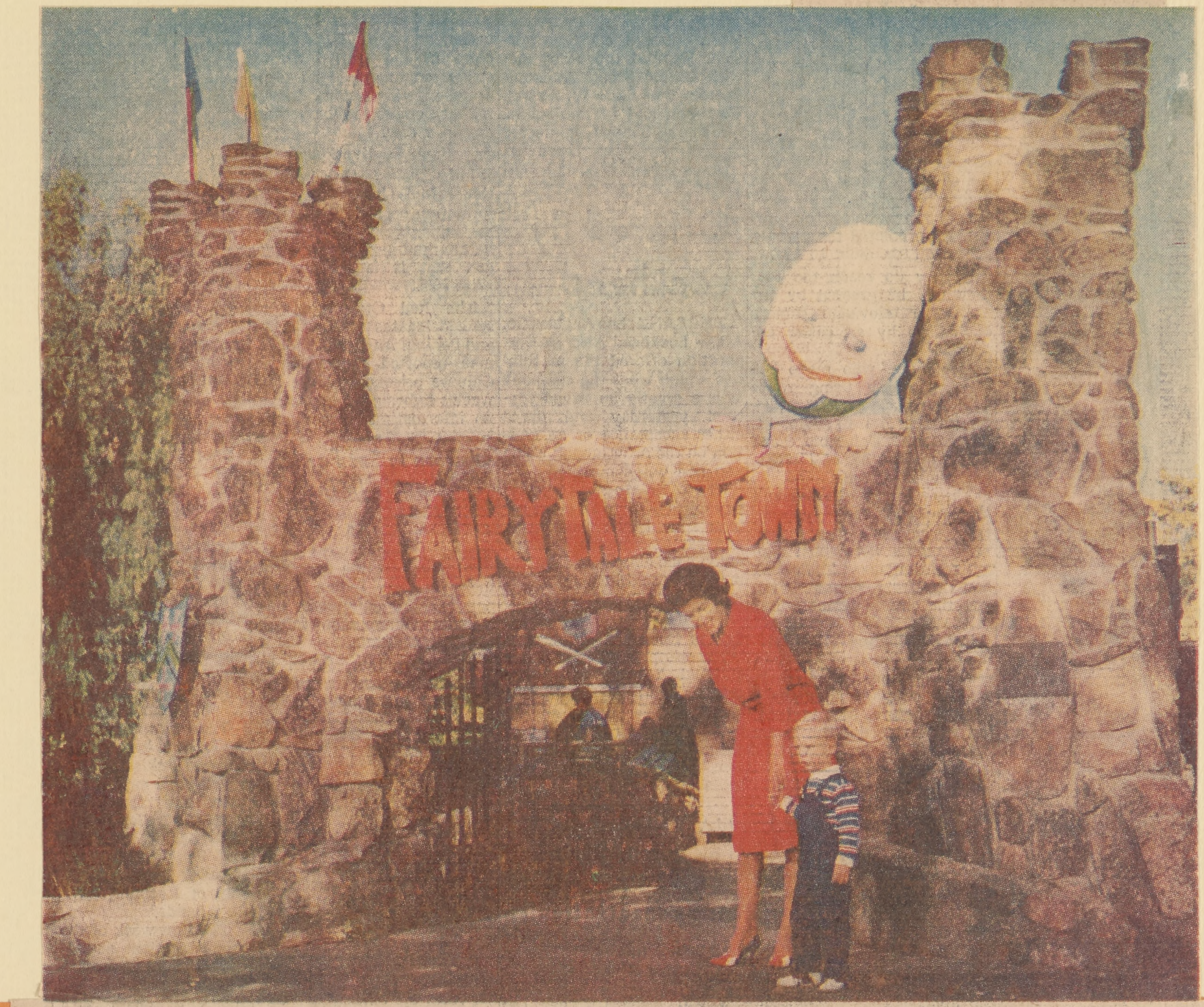
Enjoys Fairytale Town

Editor of The Bee — Sir: How does one begin to thank the many public spirited citizens and companies who have given your community and others Fairytale Town? Of course we can't forget the taxpayers of Sacramento whose contributions make the maintenance of William Land Park possible.

My class in the Green Oaks School last Thursday enjoyed the exciting privilege of visiting Fairytale Town.

EUNICE JACOBS.
Orangevale.

SAC. BEE
SUNDAY, NOVEMBER 25, 1962-



WHERE ADULTS MUST STOOP—Humpty Dumpty, that oval epitome of fragility, sits sentinel on the new entrance to Fairytale Town in William Land Park. The entry, donated by City Councilman Dain J. Domich and family, was constructed so that grownups, such as Mrs. Fred D. Corfee, Jr., must duck to get through, whereas children, such as Mrs. Corfee's son, Eric, have no problem. Bee Photo by Don Horton.

Sacto Bee - 10-12-62

Fairytale Town Reelects Officers

Mrs. Thomas J. Nolan has been reelected president of Fairytale Town Incorporated, the organization which administers the operation of the children's recreation center in the William Land Park.

Other officers reelected during a recent meeting are Allan Thomas, vice president; Mrs. K. W. Blankenburg, secretary; Edward McGivern, treasurer; Mrs. Don E. Reid, Mrs. Frederick von Geldern and Anthony Spencer, directors of the organization.

In Sacramento, the Junior League has helped bring 17 fairy tales to life in a two-and-one-half acre park setting.

Miniature buildings re-create King Arthur's Court, to name just one example, as well as other tales and Mother Goose rhymes. Children are allowed to feed and pet the domestic animals—goats, pigs, lambs, a pony, a deer, a cow and a calf. A small theatre offers children's plays, ballet programs and puppet shows. The League's Theatre Group gives two performances every Saturday.

Initiated by the Junior League of Sacramento, Fairy Tale Town was built with money and talent from the community.

The City of Sacramento gave the land. Some $78,000 was raised in a community fund. The League gave $11,500 to build "King Arthur's Castle." Ten-cent and 15-cent admission charges pay for the maintenance.

Women's Activities

C* THE SACRAMENTO BEE, Sunday, April 28, 1963 W1

Fairy Tales For Children

Members of the Junior League of Sacramento, Inc., will present two plays in Fairytale Town this spring, Aladdin And His Magic Lamp and Little Red Riding Hood. The performances will be staged twice during the afternoons for the youngsters and members of the league will appear in the performances and have been responsible for all staging arrangements. Richard Fullmer is the director.

Junior League Will Stage Children's Plays

Pictures on W1

Aladdin And His Magic Lamp and Little Red Riding Hood will highlight the 1963 season of Junior League of Sacramento, Inc. childrens theater group.

The shows will be staged on alternate Saturdays for six weeks at 1:30 and 3 PM in Fairytale Town. The series began yesterday with the performance of Aladdin.

Mrs. William Revitt is general chairman and Richard Fullmer, who wrote the script for Red Ridding Hood, is the director for both plays. Aladdin was adapted by Mrs. Forrest A. Plant and Dino Colangelo has designed the sets and costumes.

The Aladdin cast includes Mmes. Gale Peck, Albert Reid, Jr., Robert D. Butler, Robert S. Leake, Paul Stone and James Yelland, Mrs. Burton A. Swartz is stage manager. Laurie Thornton and Geri Kolb of the Camellia City Ballet also will perform.

Mrs. Arthur Breuer will portray Red Riding Hood and other cast members will be Mmes. Harry J. Devine, Jr., Alfred John Allen, Fritz von Geldern, Arthur W. Brown, Donald W. Hanson and Winton H. Hill. Mrs. Ralph Scurfield will serve as stage manager.

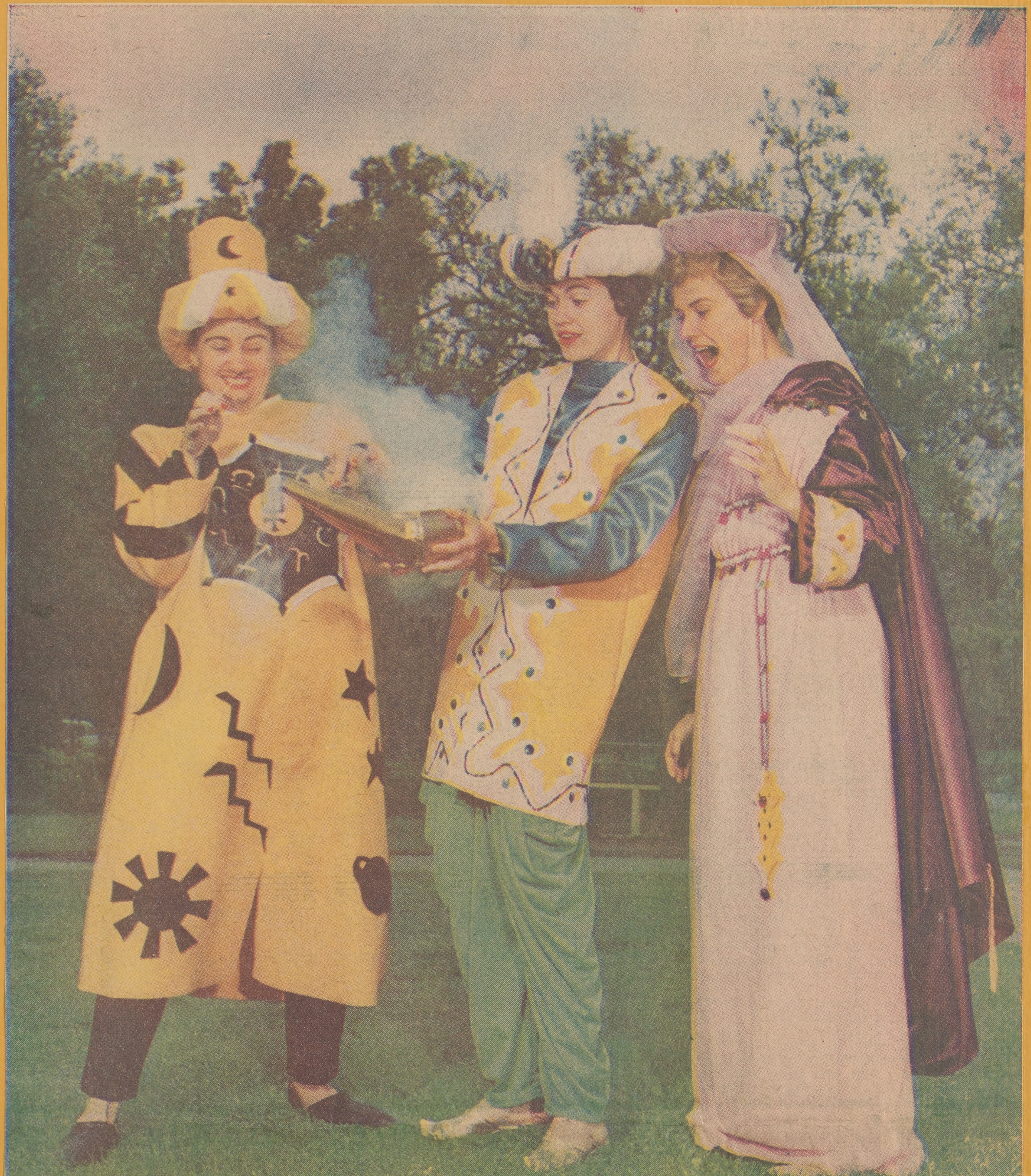
Mrs. Donald E. Reid promotion chairman was in charge of a special preview performance and Mrs. von Geldern is assistant chairman of the overall project.

In charge of specialties is Mrs. Ray M. Hurtzig and Mrs. Hill handled set construction. The sewing was under the direction of Mrs. Herbert McDuffee, Jr.

Crew members include Mmes. Earl Corin, Jean Stewart, Rita Johnson, Thomas Hammer, Peter Dunn, Burton Olsen, Jr., Roger D. Mackey, Bernard Rooney, Delbert J. O'Connor, Donald L. Walker and Malcolm McConnell and Ann Welch.

CHILDREN'S THE
ALADDIN HIS MAGIC LAMP
LITTLE RED RIDING HOOD

Members of the Junior League Childrens Theater who have been working on arrangements for the productions are, from left, Mmes. James Ransdall, who also is community arts chairman for the league; Fritz von Geldern, assistant chairman; Donald Reid, promotion chairman, and William Revitt, committee chairman. Various children's groups from throughout the Sacramento area were invited to a preview performance. Bee black and white photos by Leo Neibaur.



Aladdin And His Magic Lamp will be presented May 11th, 25th and 26th at 1:30 and 3 PM by members of the Junior League. First performance of the play was yesterday afternoon and waiting for the genie to appear from the magic lamp were, from left, Mmes. Robert Butler the magician; Gale Peck, Aladdin, and Albert Reid, Jr., the mother. Bee color photo by Dick Fleming.

Appearing as Little Red Riding Hood will be Mrs. Arthur Breuer who watches as costume and set designer Dino Colangelo adjusts the costume on Mrs. Winton Hill who plays the wolf. This play will be staged Saturday and May 18th and June 1st and 2nd at 1:30 and 3 PM.

Page A4 THE SACRAMENTO BEE Thursday, May 9, 1963

WILL PERFORM—Dancers of the Miwok Tribe, native California Indians, will dance in authentic native costumes in performances at 2, 3 and 4 PM Sunday at Fairytale Town in William Land Park. The program will be sponsored by the city recreation and park department. The dancers have performed at county fairs and pageants throughout the state and at the California State Fair and Exposition. Bee Photo

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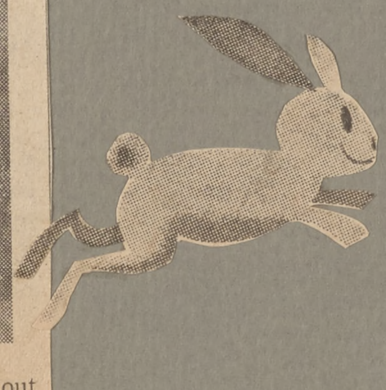
THE SACRAMENTO BEE

Local And Superior California News

SACRAMENTO, CALIFORNIA, WEDNESDAY, MAY 29, 1963 Page C1

WHEEEEE—Rick Gray, 6, is one of the first to try out the new tunnel slide "Down The Rabbit Hole" in Fairytale Town in William Land Park. Watching Rick emerge are James Hack, a Fairytale Town supervisor dressed as a rabbit, Cynthia, left, and Laura Armstrong. The new slide is a gift of Mr. and Mrs. Louis H. Nicolaus. Fairytale Town is open from 10 AM to 7 PM. Bee Photo



SOROPTIMIST INTERNATIONAL ASSOCIATION

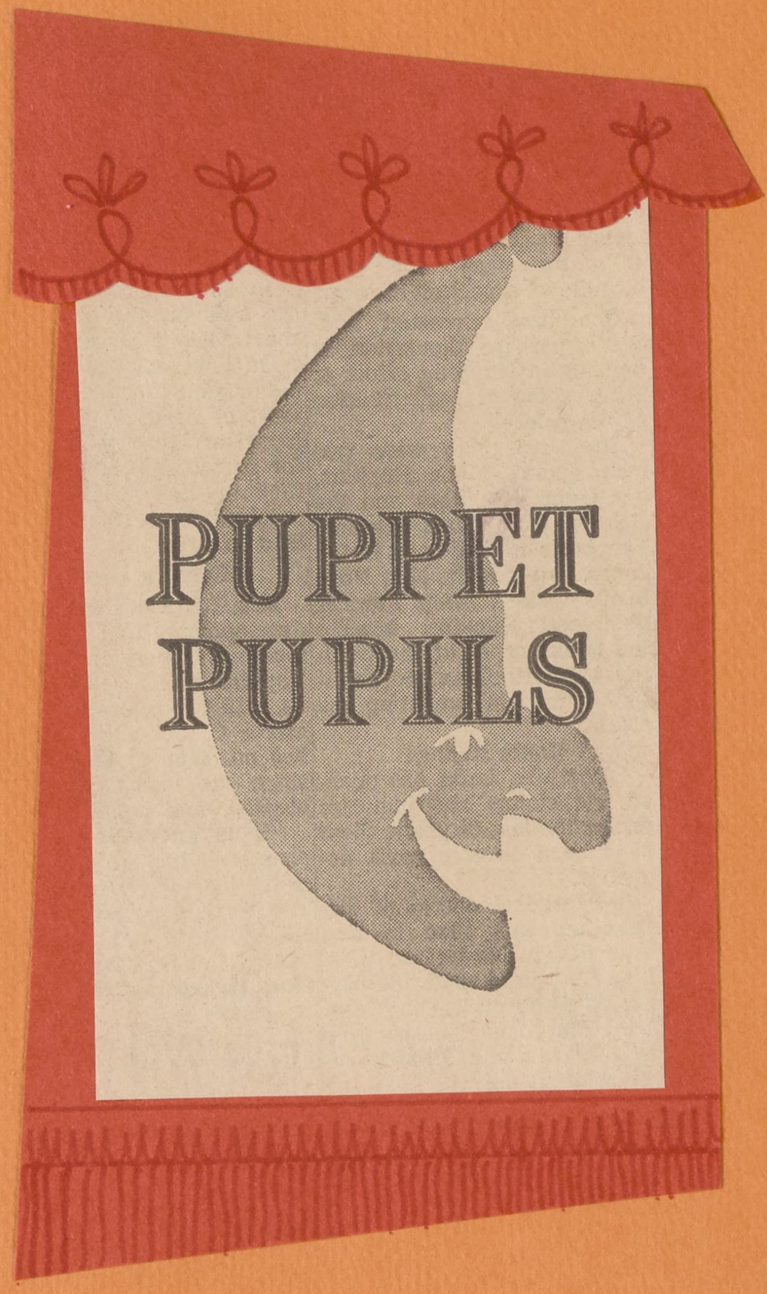
Women's Activities

THE SACRAMENTO BEE, Sunday, May 19, 1963 W1

To the surprise and delight of several hundred women gathered at a luncheon meeting of the Soroptimist Club of Sacramento Friday Mrs. Sumner Mering was named Woman of the Year for 1963. Long active in many civic and women's organizations, Mrs. Mering was nominated and the judges made their selections from resumes submitted by the nominating organizations. Additional surprise guests at the luncheon included her sons, Peter and Philip, and her sister, Mrs. Thomas Scott. Mrs. Mering is the 12th woman honored as the Woman of the Year. Story on W2

Woman Of The Year

Considered the driving force behind the establishment of Fairytale Town, Mrs. Mering still enjoys visiting the children's paradise with her grandsons, David, left, and Douglas, 9. Bee color photo by Dick Fleming

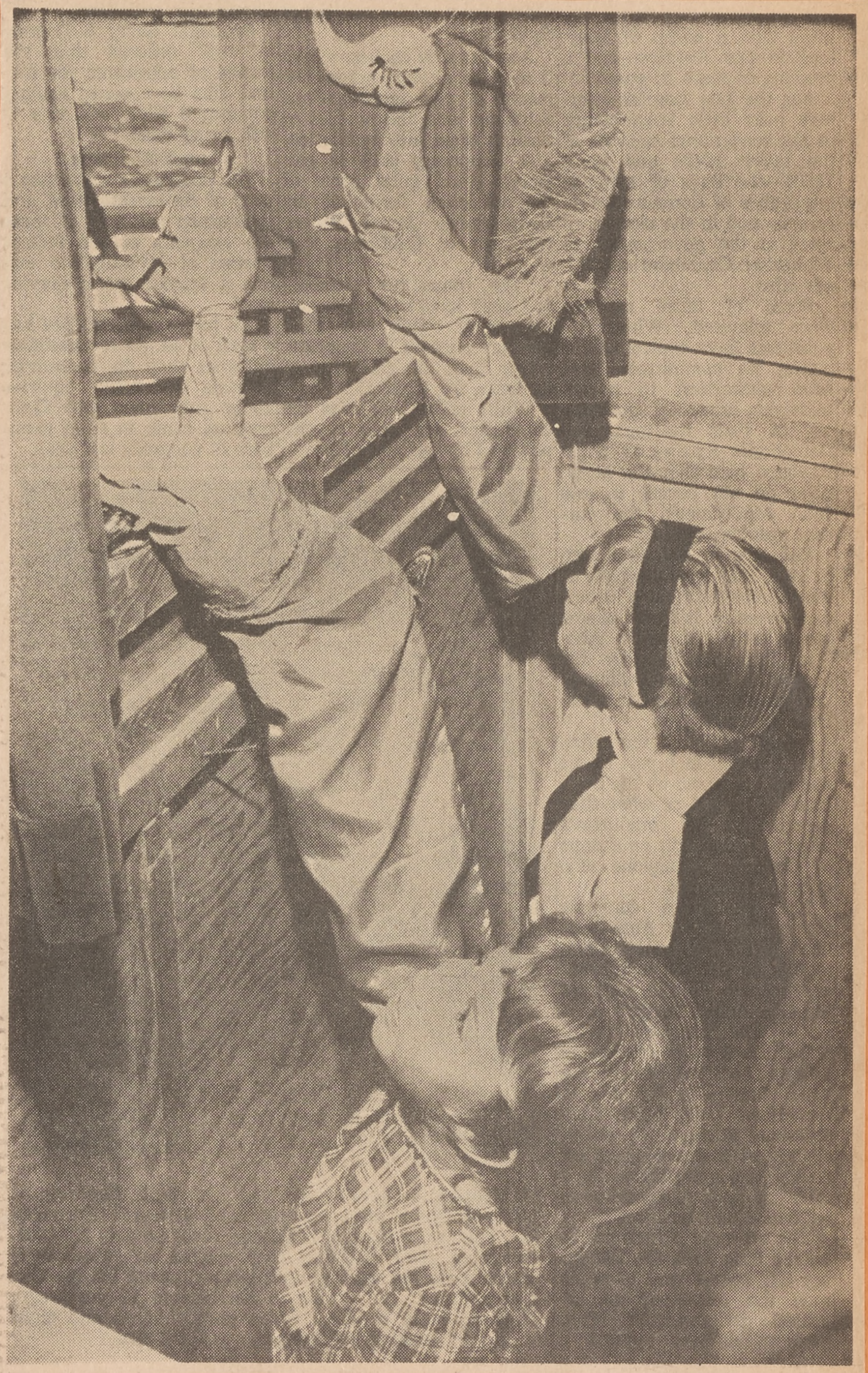


PUPPET PUPILS

THE SACRAMENTO BEE Sunday, July 28, 1963

The artistry and magic of puppetry again has been made available to children 9 years of age or older by the recreation and park department. Instruction is given in a workshop conducted in the Children's Theater at Fairytale Town. Registrations will be accepted, until classes are filled, at the Troll Bridge in Fairytale Town. In the picture above, Mrs. Lowell Trott instructs, from left, Kim Hamilton, Lorraine Biner and Richard Biner in the art of painting a puppet's head.

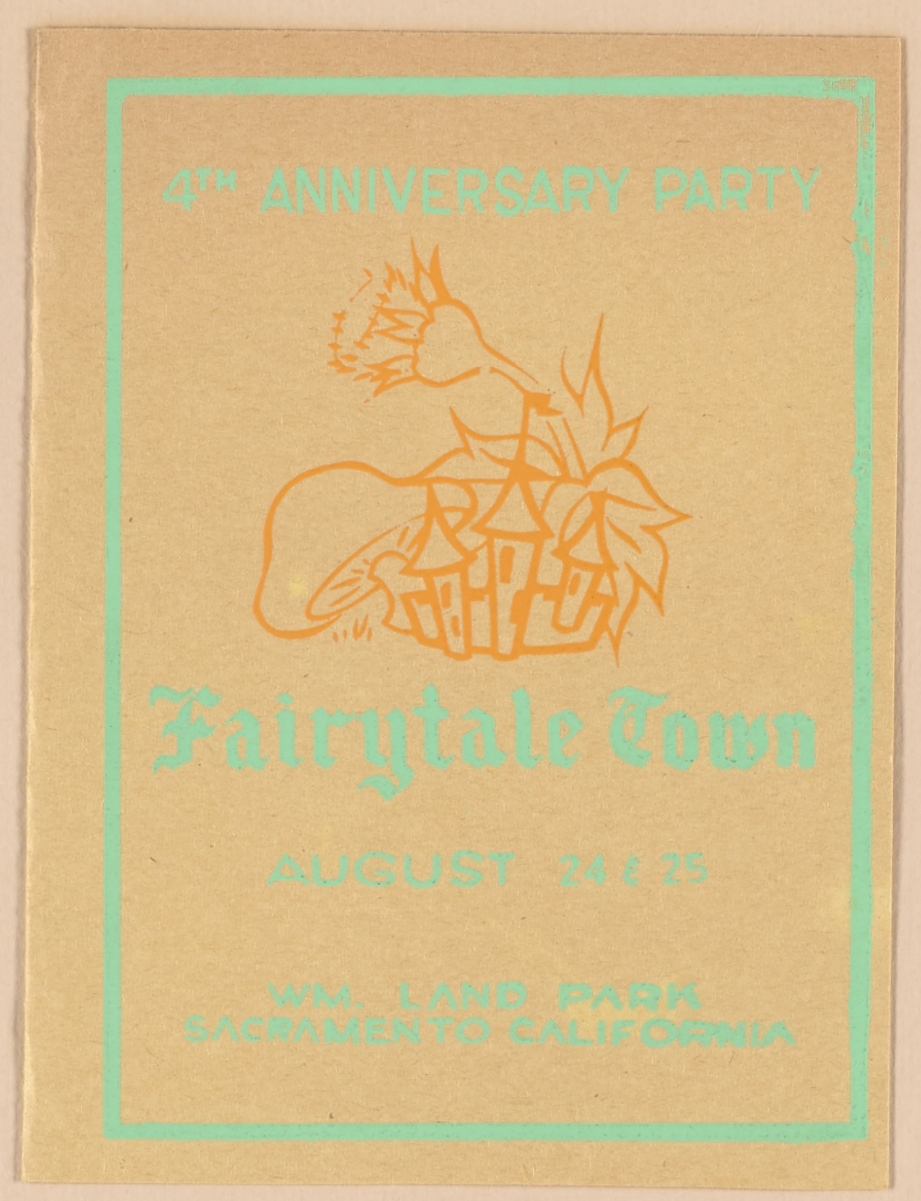
At right everybody pitches in to try their puppet making techniques. Upon completion of the workshop, the children all stage a show for the general public in the Children's Theater.



Michael O'Brien puts some finishing touches to the papier-Mache' puppet head he has fashioned. Youngsters also are taught to manipulate the puppets.

Mrs. Trott displays a pair of sleepy looking dragon type puppets to her class. The show booth is in the background.

Jerry Clemmer, foreground, and Jolynn Cascarano stage a show with the puppets they have made and painted. The play apparently is all about ducks.



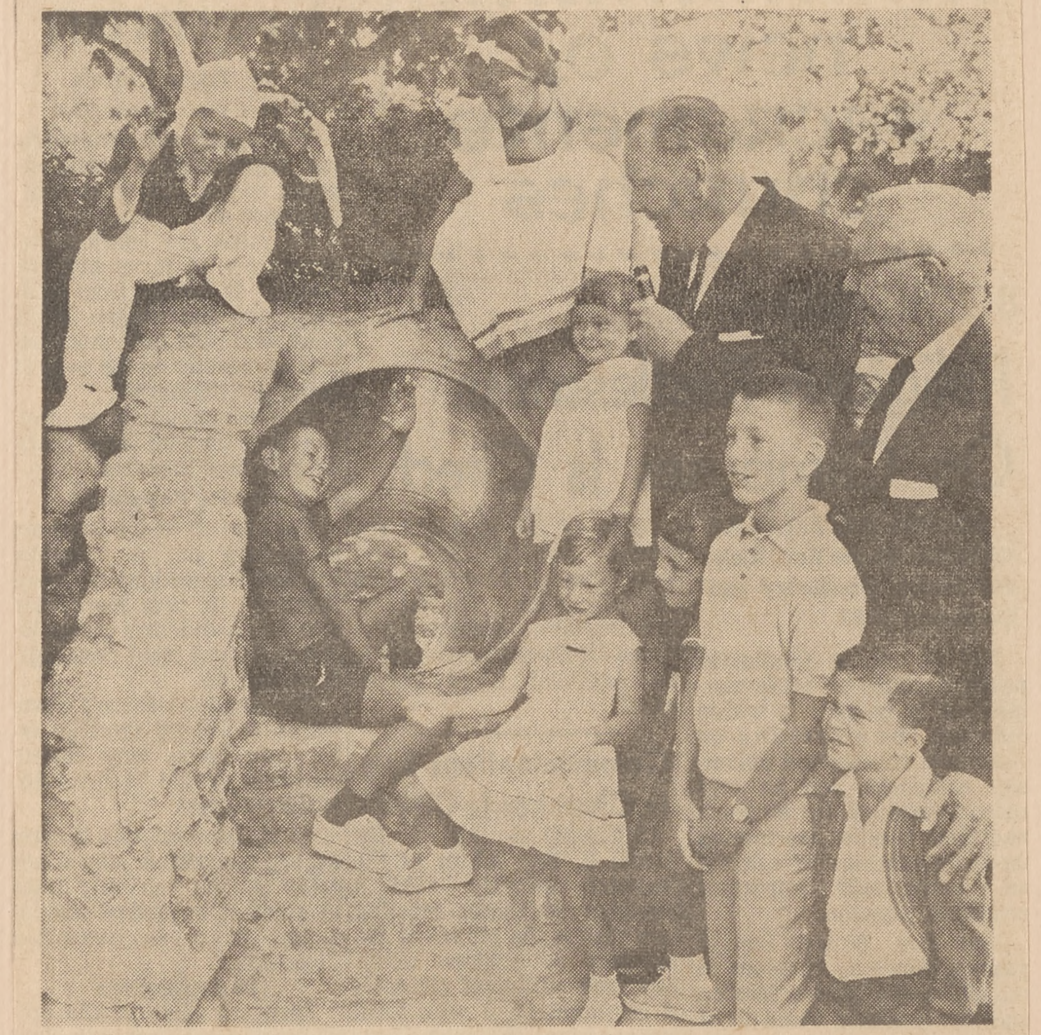
4TH ANNIVERSARY PARTY

Fairytale Town

AUGUST 24 & 25

WM. LAND PARK
SACRAMENTO CALIFORNIA

THE SACRAMENTO BEE Saturday, August 24, 1963



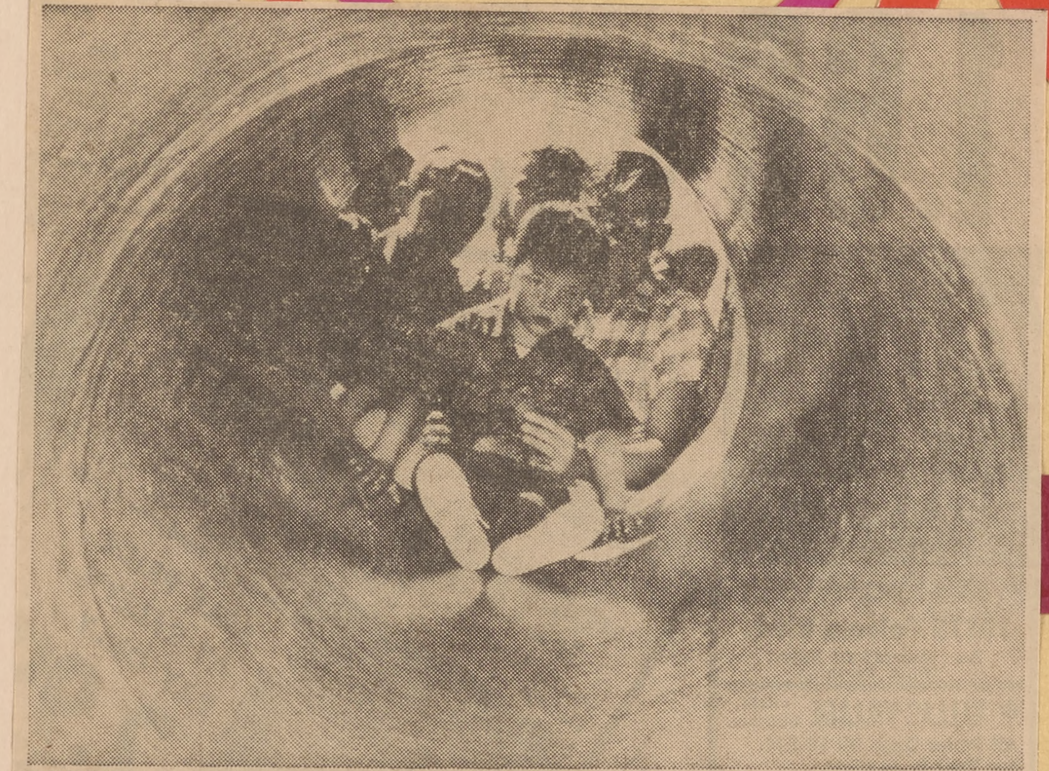
HAPPY BIRTHDAY—The opening today of the new set Down The Rabbit Hole highlighted the start of the two day 4th birthday anniversary celebration of Fairytale Town. The set is a tunneled slide donated by Mr. and Mrs. Louis H. Nicolaus and is based on Lewis Carroll's children's story of Alice In Wonderland. Shown above the entrance are: David Hollingsworth, dressed as a rabbit, and Sandra Felipponi. Vice Mayor Willard Neilson, with microphone, and Allan Thomas, vice president of Fairytale Town are at right. Guy Kelley is in slide entrance. The others are: Shawn Kelley, on Neilson's right; Lynzie Bazlen, on steps; Kim Kelley, partially hidden; Gary Bazlen, with hands folded; and Earl Gray, the grandson of Thomas. The others are the grand children of Mr. and Mrs. Nicolaus. Bee Photo

Birthday Set At Fairy Town

Two days of special veents and programs have been scheduled for the fourth birthday celebration of Fairytale Town Saturday and Sunday at the popular children's center in Land Park.

Highlight of the festivitie swill be dedication of the new set, "Down the Rabbit Hole," at 10:30 a.m. Saturday. The new attraction, donated by Mr. and Mrs. Louis H. Nicolaus, is a tunneled slide based on the immortal children's story, "Alice in Wonderland."

The Fairy Godmother and her magic birthday cake and Rollo the Clown will be on hand for the weekend affair. Each day's events run until after 6 p.m.



DOWN THE RABBIT HOLE goes Bobby Rorman, 4, son of Mr. and Mrs. R. A. Rorman, 8665 Pershing Way, to dedicate the new attraction at Fairytale Town. Bobby and other Sacramento children were on hand to celebrate the fourth birthday of the children's amusement center in William Land Park. The new attraction was donated by Mr. and Mrs. Louis H. Nicolaus, 4730 Mead Ave. It is based on "Alice in Wonderland." The Fairy Grandmother and Rollo the Clown will be on hand until 6 p.m. today to complete the birthday celebration.

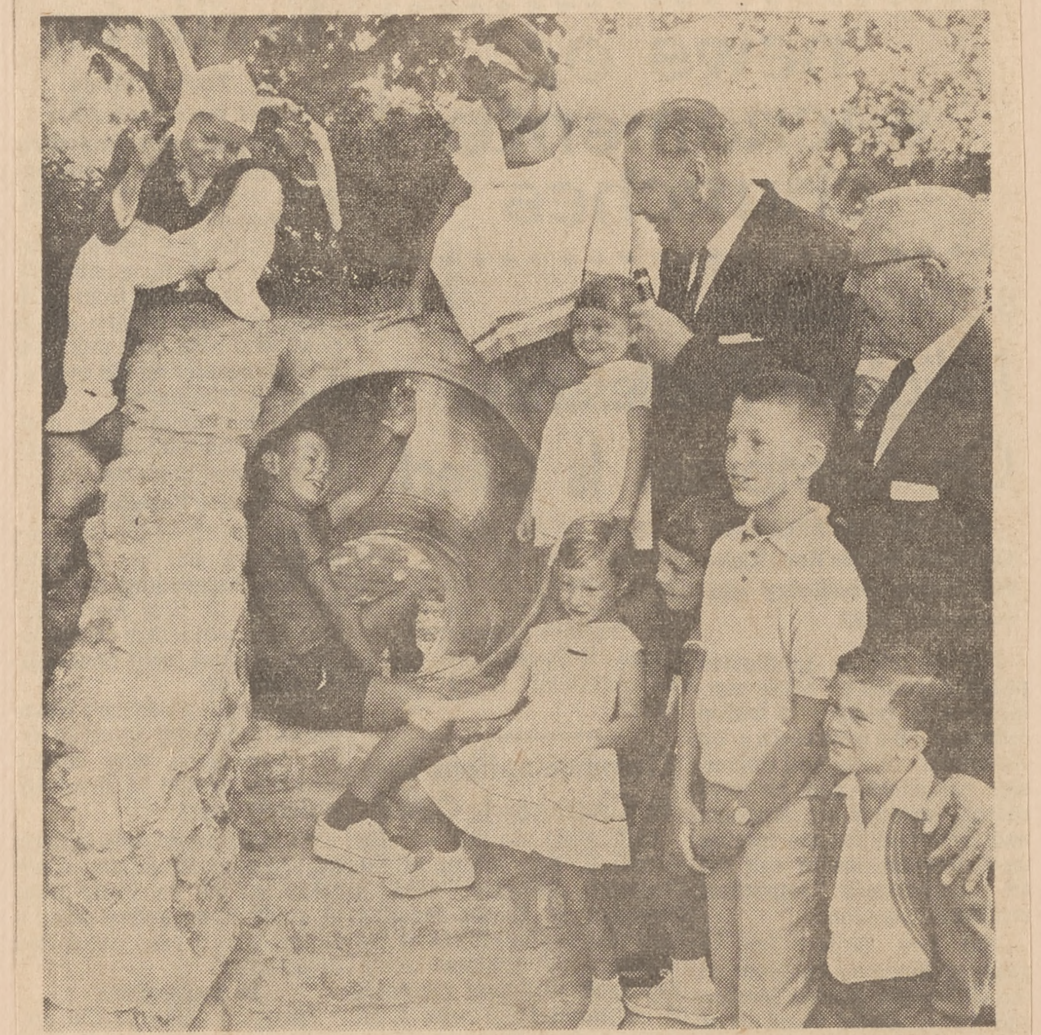
The Sacramento Union
Sunday, Aug. 25, 1963

I'm Late, I'm Late,
For a very
important date-

FAIRYTALE TOWN'S 4TH ANNIVERSARY

We invite you to attend
our special dedication of
"Down the Rabbit Hole"
on August 24th at 10:30 a.m.

THE SACRAMENTO BEE Saturday, August 24, 1963



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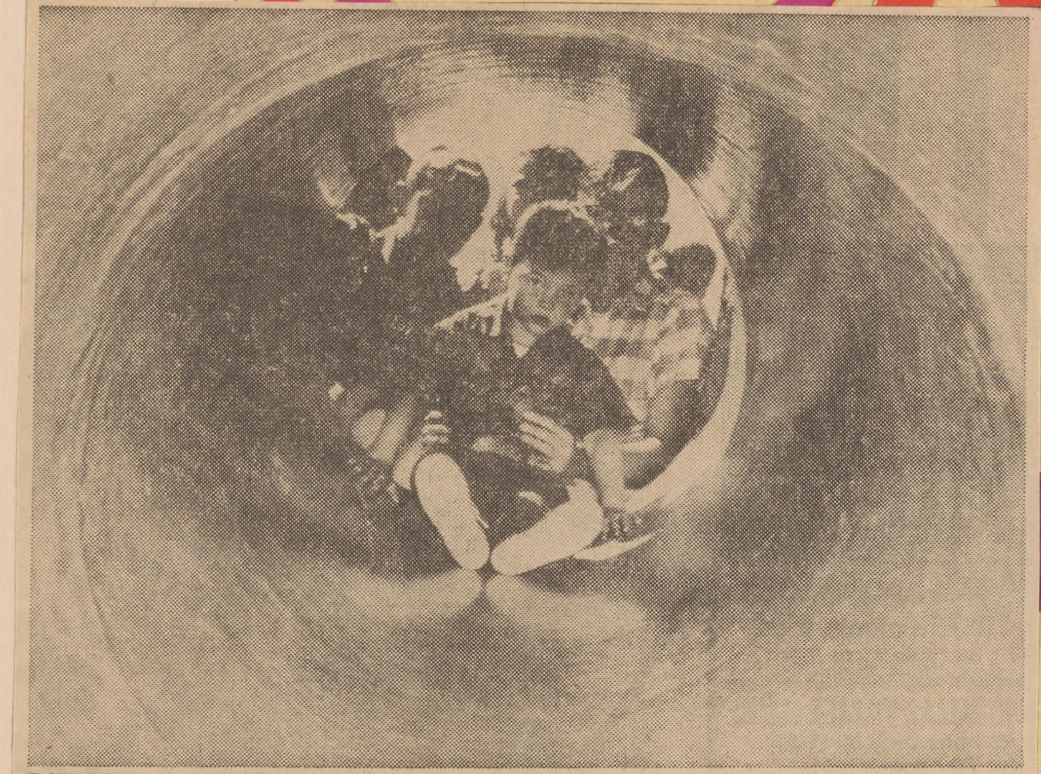

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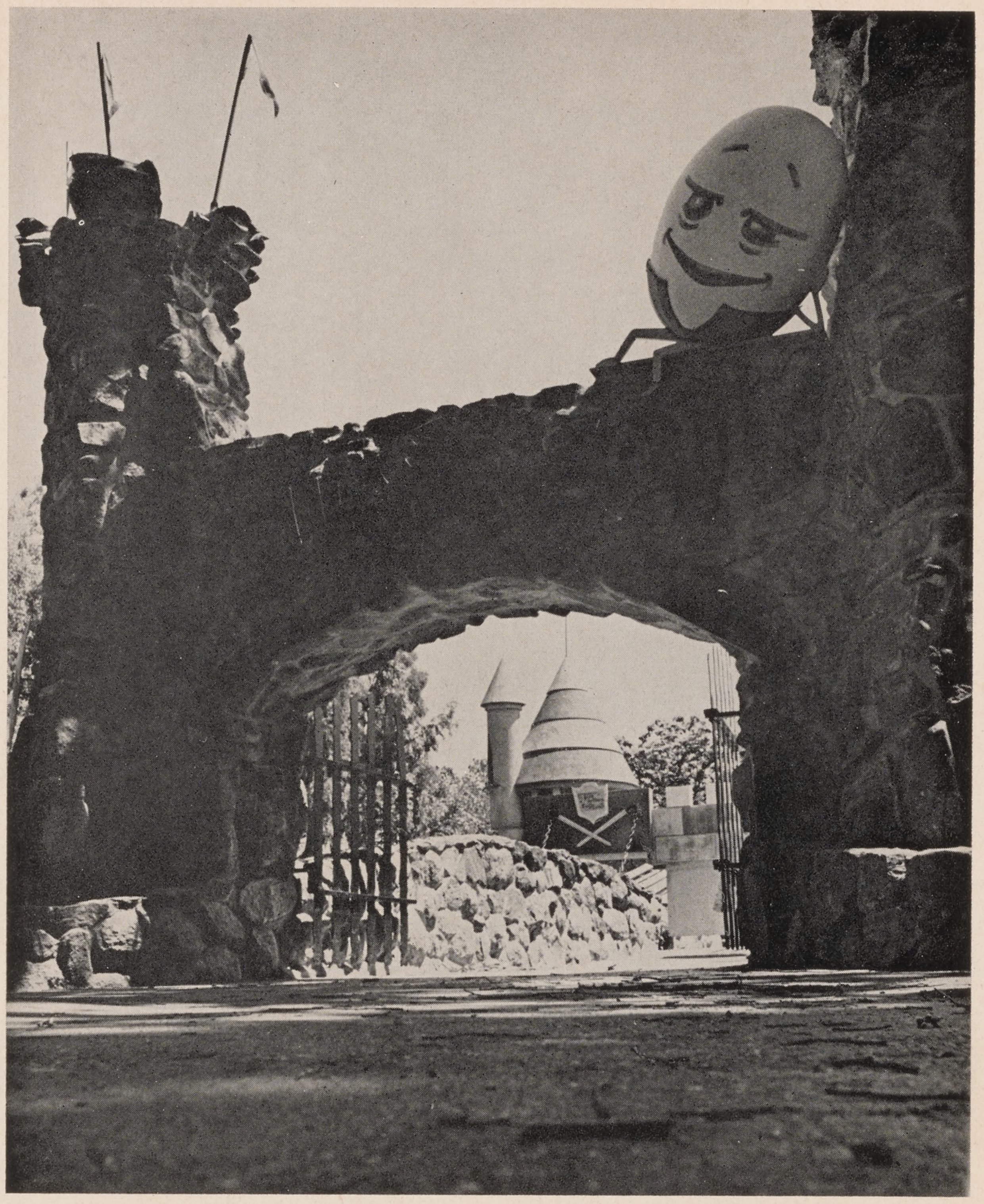
The Sacramento Union
Sunday, Aug. 25, 1963



Fairytale Town, located in William Land Park, a gift to the youngsters of Sacramento by several of Sacramento's civic-minded organizations.

UNITED STATES GOLF ASSOCIATION

38TH AMATEUR PUBLIC LINKS CHAMPIONSHIP

SACRAMENTO, CALIF. • HAGGIN OAKS GOLF COURSE • JULY 8-13, 1963

VISITING GUIDES—From left, Margaret Knapp of Adelaide, Australia; Kay Ketcham of Sacramento and Kay Patterson of Sydney leave Fairytale Town during a picnic in William Land Park. Margaret and Kay are visiting Sacramento under the sponsorship of the Julliette Low World Friendship Fund and will make their home with the James Ketcham, Clyde Gilham and J. G. Stanley families. Other activities planned for the guides include visits to the Music Circus, Coloma and area Girl Scout camps. Bee Photo

AUG. 1 1963

with TEENS

Australian Girl Guides Acquire 'Itchy Feet'

THE SACRAMENTO BEE
Sunday, October 13, 1963

Fairytale Town Clears Debt, Pays Its Way

Contributions and admissions have permitted Fairytale Town to wipe its slate clean of indebtedness to the City of Sacramento, which advanced funds to complete the popular storybook park.

This was reported to Mrs. Thomas Nolan, outgoing president of Fairytale Town, Inc., which last night elected new officers.

Officers

The new president is Allan Thomas. Others are Albert W. Hellenthal, vice president; Mrs. K. W. Blankenburg, reelected secretary; Philip Mering, treasurer, and Mrs. Donald Reid, historian.

Other directors are Mrs. Roy Bazlen, Dr. Lester G. Brownell, Georgeanna Else, Edward McGivern, Mrs. Sumner Mering, Kenneth Noack, Mrs. Nolan, William Sakai, Anthony Spencer and Gayiel von Geldern.

$100,000 Project

Fairytale Town, which opened in August, 1959, has 20 sets, each patterned after a famous fairytale or nursery rhyme. The project cost about $100,000, the bulk of it donated. Admission fees, said Mrs. Nolan, will make the playland self sustaining, covering wages, maintenance and future improvements.

Fairytale Town is in William Land Park, opposite the zoo. It is open daily except Mondays from 10 AM to 6 PM.

Newly elected officers of Fairytale Town admire the recently approved brochure outlining the highlights of the children's area. From left to right are Philip Merking, treasurer; Allan Thomas, president; Mrs. K. W. Blankenburg, secretary, and A. W. Hellenthal, vice president. Bee Photo

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DRAMA — The recreation and park department will present a one act children's play Saturday and Sunday in the Children's Theater in Fairytale Town at 3 and 4 PM. Getting the sets ready in the foreground are from left to right: Roberta Jones, Arlene Gaviola and Ross Kierking. The actors in the background, from left, are: Lesley Higgins, the cat; Nancy Jones, who will portray a boy, and Candy Dierking, is the witch. Bee Photo

AUG. 19 1963

SACRAMENTO'S MINIATURE Japanese Garden, located in Fairytale Town at William Land Park, has been completed with the donation of a statue of "Urashima Taro on the Tortoise." The statue was created by S. Masuda of Mountain View and donated by Americans of Japanese descent of the Sacramento area. Original donors of the garden are John Breuner Co. and Americans of Japanese Descent, Sacramento Area. Examining the latest addition to the popular children's playland are, from left: Janice, 8; Nancy, 12 and Curtis Peterson, 6, children of Mr. and Mrs. Ralph Peterson of 1317 Kenney Way.

SAC. UNION - AUG. 7 1963

JUST BORN—Officials of the city recreation and park department are seeking a name for this female calf which was born yesterday to Bon Bon, the pure bred Jersey cow in Farmer Brown's Barn in Fairytale Town. Visitors to Fairytale Town are asked to suggest names. The calf is getting a helping hand at feeding time from Fairytale Town supervisors Andrew Reynaga, left, and James Hack while Sharon Montujo, 5, pats it affectionately. The calf will be bottle fed with the mother's milk to allow children visiting Fairytale Town to see how cows are milked. Bee Photo

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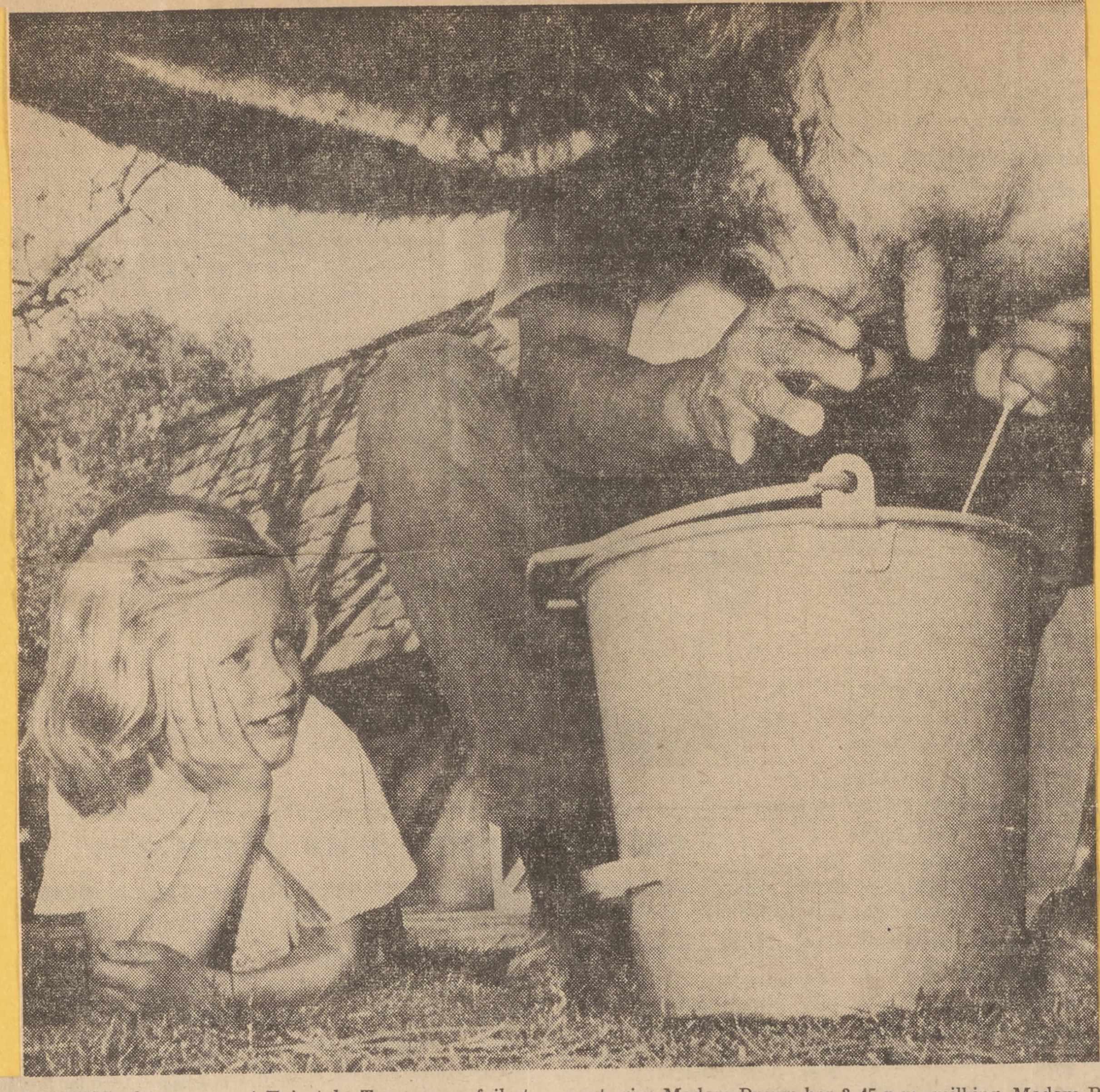
THE SACRAMENTO BEE
Oct. 24, 1963

BLESSED EVENT—A new calf has been added to the menagerie at Fairytale Town in William Land Park. The calf was born recently to Madame Brown. Getting her first look at a calf is Jaime Greenough of Bijou, Lake Tahoe, in the care of attendant Russell Smith. Bee Photo

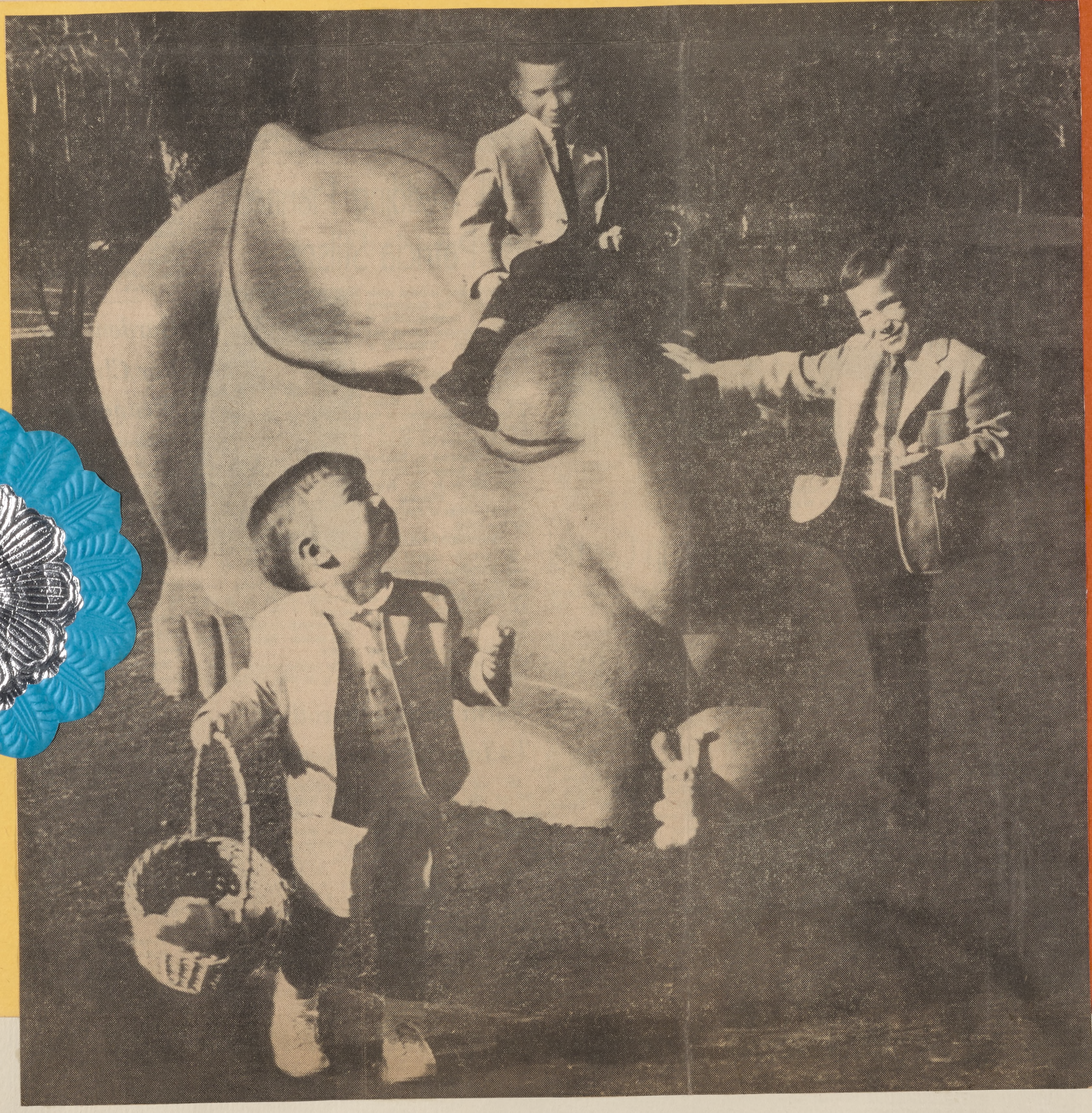
Fascination Of Bucolic Pursuits

The Sacramento Union
WEDNESDAY MORNING, MARCH 18, 1964 C1



THE MILKING of two cows at Fairytale Town never fails to fascinate children in the City's William Land Park facility. Colleen Krueger, 7, second grade pupil of Our Lady of Fatima School and daughter of Wallace and Betty Krueger of 700 Norland Drive, watches Andy Reynaga, Sacramento Zoo attendant, give Madam Brown her 3:45 p.m. milking. Madam Brown and Bon Ton, the other cow penned at Fairytale Town, are milked daily at 8 a.m. and 3:45 but only the afternoon event can be watched by children as the "town" is not open to the public at 8 a.m.

—Union Photo by Joe Benetti



WHO CARES about the Easter bunny, as long as he brings these yummy eggs! Two-year-old Lars Israelson seems to ignore his two brothers, Erik, who is 7, and five-year-old Nels, who are trying to explain about the bunny in Fairytale Town. The boys are sons of Mr. and Mrs. E. Chase Israelson.

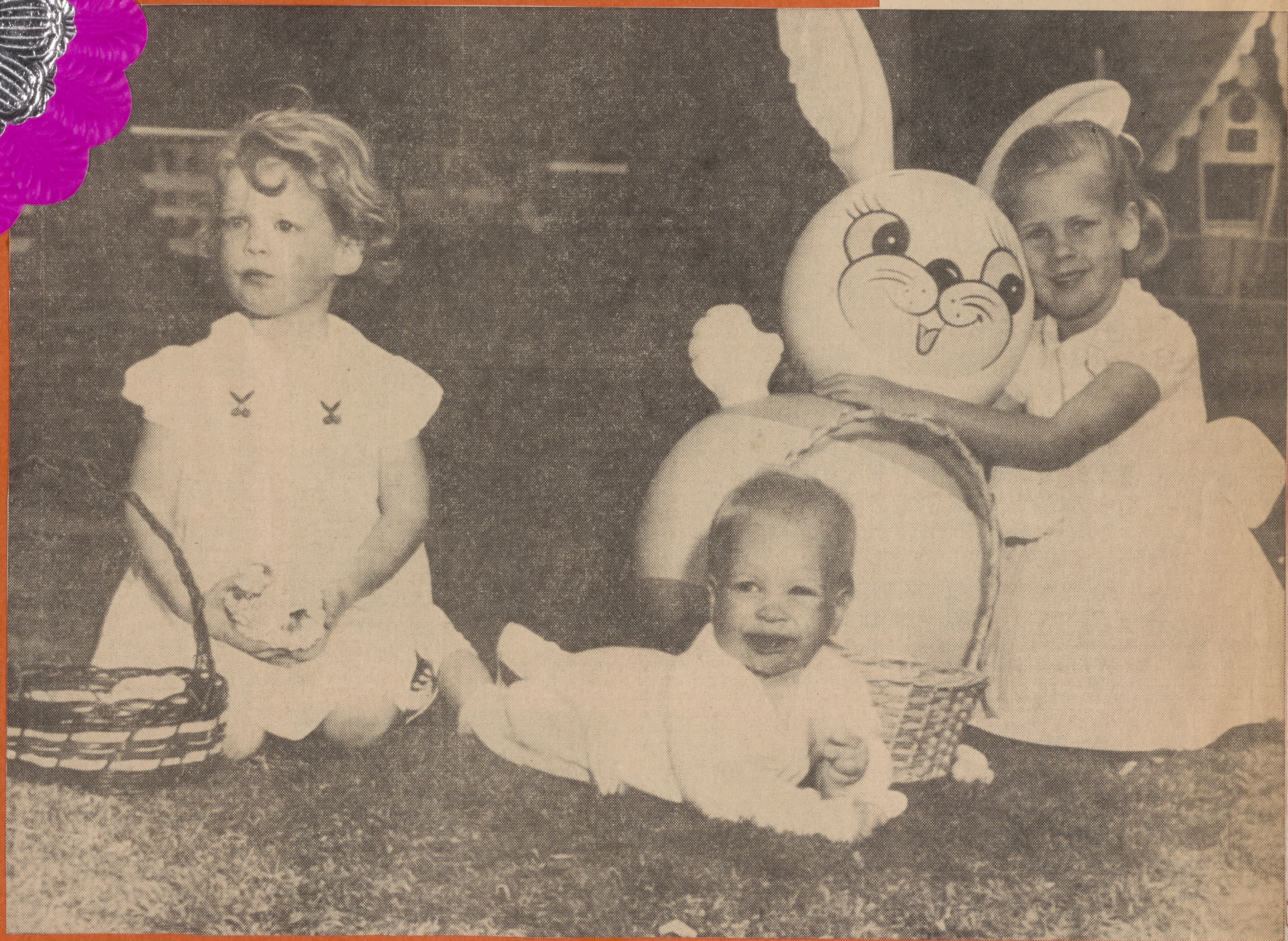
Today Is the Day for the Easter Bunny to Arrive

Women's Realm

Family Social Fashion

By MAE BELLE PENDERGAST and GLORIA GLYER

The Sacramento Union Sunday, March 29, 1964 F1



GUESS WHO'S most enjoying Easter in the H. Herbert Jackson family—shouldn't take much guessing that 10-month-old Michael "just loves those eggs!" Colleen, who is 2½, chooses a panorama Easter egg, while 5½-year-old Karen has an extra big hug for a bouncy Peter Rabbit.

Easter Bunny at Fairytale Town

Special Easter programs will be held at Fairytale Town in Land Park this weekend, Edward McGivern, general supervisor of youth activities for City Recreation and Park Department, announced. He said the Easter bunny will be there to greet youngsters.

In addition to the weekend program, puppet shows will be presented daily throughout the week. Fairytale Town is open Tuesday from 10 a.m. to 6 p.m. Tuesday through Sunday.

The weekend program follows:

Saturday, 28

11 a.m.—Fairytale Town puppets.

1 p.m.—Recreation Department drama class: "The Magic Egg," Junior magician: Duff Johnson.

2 p.m.—Recreation Department drama class: "The Magic Egg." Recreation Department dancers from John Bidwell: "French Dolls." Junior magician: Duff Johnson. Recreation Department dancers from Jedediah Smith: "Jugglers" and Caleb Greenwood: "Leaves."

3 p.m.—Soloist from Colello School of Music. Recreation Department dancers from John Bidwell, Jedediah Smith and Caleb Greenwood.

4 p.m.—Colello School of Music. Indian war dancers: Boy Scouts, Order of the Arrow. Fairytale Town puppets.

Sunday

11 a.m.—Fairytale Town puppets.

1 p.m.—Fairytale Town puppets

2 p.m.—Recreation Department drama class: "The Magic Egg." Cameron bagpipers and Scottish dancers.

3 p.m.—Colello School of Music. Recreation Department dancers from Clunie: "Toy Soldiers." Indian war dancers: Boy Scouts, Order of the Arrow. Recreation Department dancers from Newton Booth: "Choo Choo Train."

4 p.m.—Colello School of Music. Recreation Department dancers from Clunie and Newton Booth. Fairytale Town puppets.

The Local Scene

The Sacramento Union
WEDNESDAY MORNING, MARCH 25, 1964 B1

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8 THE SACRAMENTO UNION Tues., April 28, 1964

Fairytale Town Extends Hours

Edward McGivern, general supervisor of youth activities for the City Recreation and Park Department, announced that effective today, Fairytale Town hours will be from 10 a.m. to 7 p.m. Tuesday through Sunday, closing one hour later than heretofore.

Birthday parties in King Arthur's Castle are conducted weekly Tuesday through Saturday. Reservations for parties may be made by calling GI 2-5041 and asking for Fairytale Town. Five fixed daily periods for parties are: 11 a.m., 12:15 p.m., 1:30 p.m., 2:45 p.m. and 4 p.m.

Effective June 16 and throughout the school vacation months, one additional party time will be scheduled for 5:15 p.m.

the PONY EXPRESS

LXIII, No. 19 SACRAMENTO CITY COLLEGE March 19, 1964

THE STORY OF THE EASTER BUNNY

Long, long ago (actually it was March 2) in a land far away (Fairytale Town) there lived a very evasive bunny rabbit. Now this bunny was a rabbit-type rabbit, not the bunny-type bunny that most of us are familiar with. To most people he is known as the "Easter Bunny."

It was on this sunny March day that two venturesome females, Kathy and Kristyn, decided to embark on an expedition to find the fuzzy little fellow. They had heard that they might have some luck in Fairytale Town; so off they went.

As they paid their 15 cents admission to the "enchanted kingdom" (wow) their first thought was — where would a bunny hide? (Besides Hugh Hefner's apartment.)

Before looking around, Kathy, she's the big one, and Kristyn, she's the little one, decided to make a wish in the magic wishing well. (Wishes are usually made about this time in most fairy tales.)

Now this wish would cost them a nickel and little Kristyn, being a thrifty soul, was a little concerned about throwing a good nickel into a well. But they finally tossed it in, made their wish and started down the winding trail to bunny land.

As they made their way down the twisting path deeper into rabbit territory, the two girls began to wonder if they would ever find the legendary "Easter Bunny." The path curved in and out among the trees and bushes and the end could not be seen.

Soon they came to the edge of a clearing and there, surrounded by rocks and grass, they found a cave. The girls knelt at the entrance and peered into the deep, dark mouth of the cave.

There at the end of the long yellow tunnel was the "Easter Bunny" busily at work making baskets. Now Kathy, who was actually a little "chicken," decided that Kristyn should go down and see what the "Easter Bunny" was really like. Besides, Kathy couldn't fit into the hole.

Kristyn made her way down the slippery tunnel into the egg coloring den of the bunny. Once there she found that the "Easter Bunny" didn't color his eggs at all. They are laid that way by many different colored chickens—green chickens laying green eggs and blue ones laying blue eggs.

Well the "Easter Bunny" had finally been found and his secret along with him. You can imagine how the poor guy felt. Here was this little girl threatening to ruin a reputation that took a lifetime to build and there was nothing he could do about it. It was terrible.

Meanwhile, at the entrance of the cave, Kathy was getting a little worried. It was getting dark and she didn't know which way to go to get back to civilization. She called down to Kristyn who came up with the "Easter Bunny" right behind her.

Kristyn, who was pretty mad about finding out that the "Easter Bunny" was a big fraud, decided to make a deal with the fuzzy faker. She would keep her mouth shut if he would show them how to get back home. Well, this was a break for the old boy and he quickly accepted the offer.

After taking them to the edge of the forest, he gave Kristyn a basket of eggs and candy and Kathy a huge surprise egg. (See he wasn't a bad guy after all.) The two girls, clutching their gifts, thanked the "Easter Bunny" and started on their way home.

The "Easter Bunny," with his reputation still untarnished, went back to his cave and his chickens. He is still there now as far as we know and is probably working those chickens overtime to make the Saturday night deadline for Easter.

But even if he doesn't make it, most of us will get our candy and eggs and the legend of the "Easter Bunny" will live on to make children and grown-ups happy and gay at Easter time.

—Pictures by Norm Kenney
—Text by Aaron Aronson

SHOULD WE OR SHOULDN'T WE? Kathy and Kristyn, in their search for the Easter Bunny, pause by the magic wishing well before their journey into the enchanted kingdom. Kristyn seems a little reluctant to throw her nickel away.

WAIT FOR ME. It looks as if Kathy is having a hard time keeping up with Kristyn, who is eagerly on her way looking for the hiding hare.

FRIENDS AGAIN. The Easter Bunny agrees to show them the way home if they promise not to reveal his secret. At the edge of Fairytale Town, the bunny says goodby and gives them some early Easter goodies.

IS ANYBODY HOME? At the end of the path, Kathy and Kristyn find a cave that looks like a bunny's hideout. Neither of the girls is really too anxious to enter the mysterious cave. Kristyn wants to look the situation over before going any further.

YOO HOO. The two girls get up enough courage to look into the opening and, as they do, find a big surprise awaiting them.

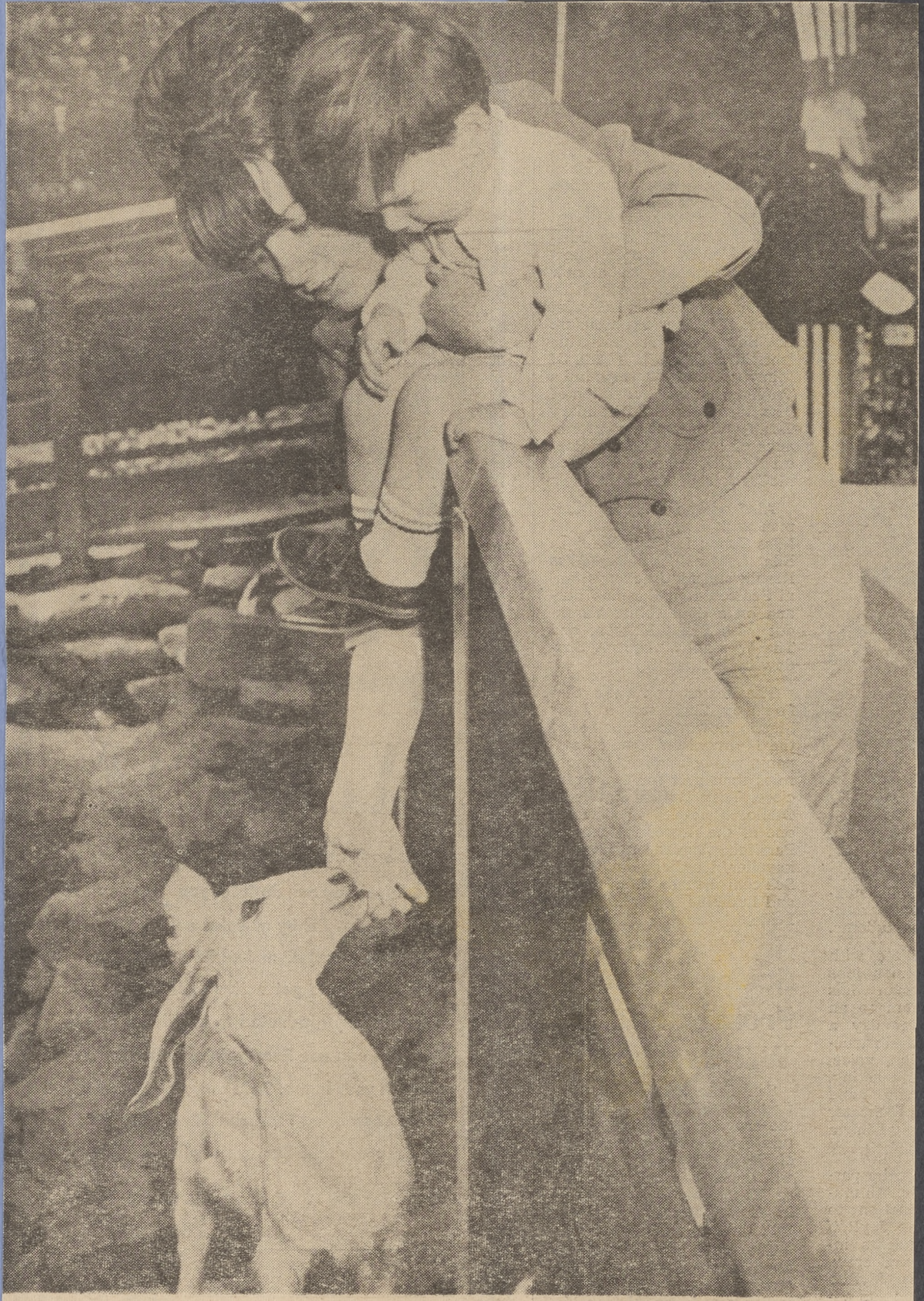
"YOU GO FIRST," says Kathy pointing out that the entrance might be a little too small. Carefully, Kristyn crawls into the cave and tumbles down in to the bunnys den.

I'M GOING TO TELL ON YOU. Kristyn gets mad when she finds the Easter Bunny doesn't color the Easter eggs at all. She discovers that the eggs are pre-dyed by chickens that lay eggs in technicolor.

HOMEWARD BOUND. Kathy and Kristyn, two tired girls, head for home after finding the legendary bunny. And like all other fairytales, they lived happily ever after. (Minus 35 cents.)

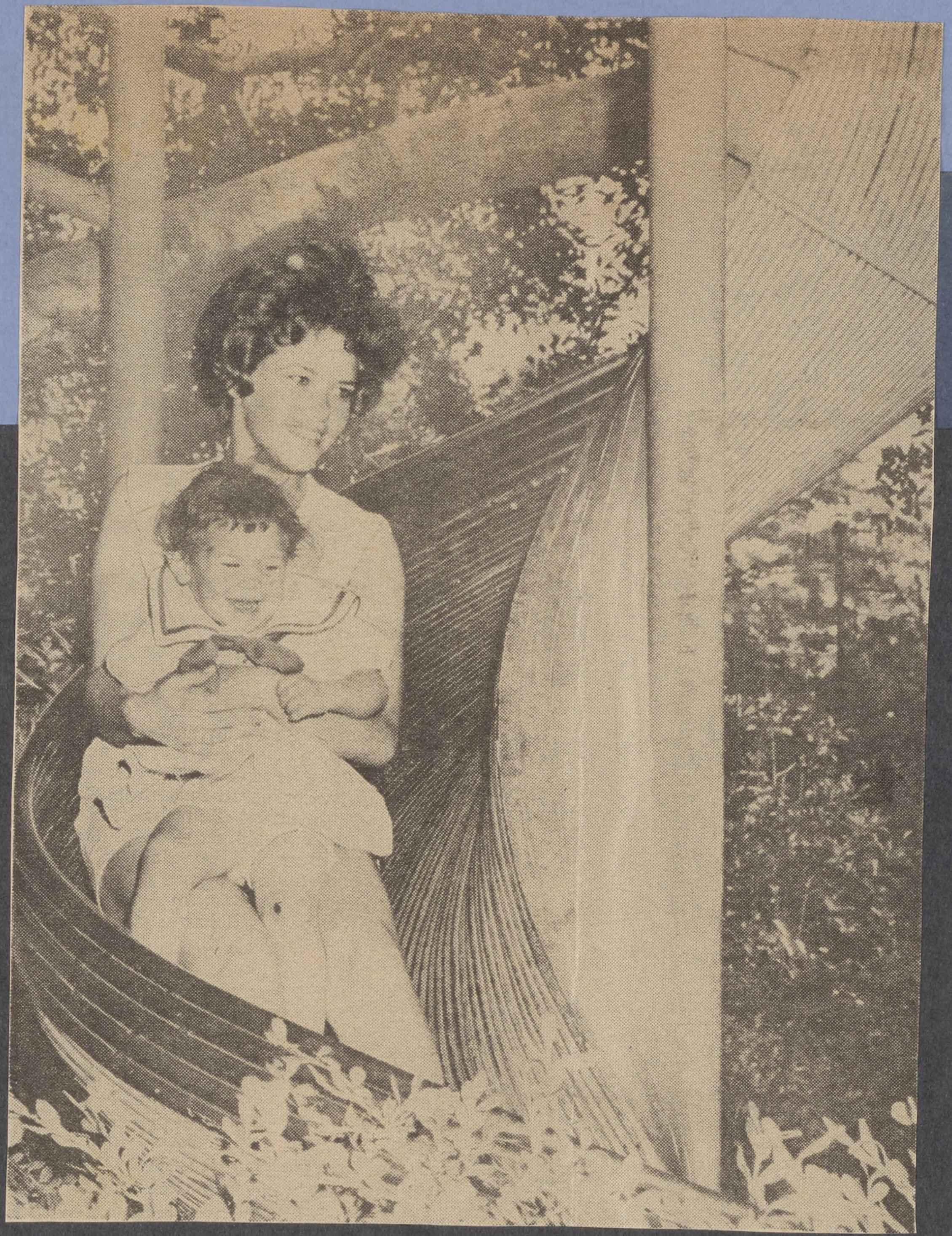
While Dad's Working

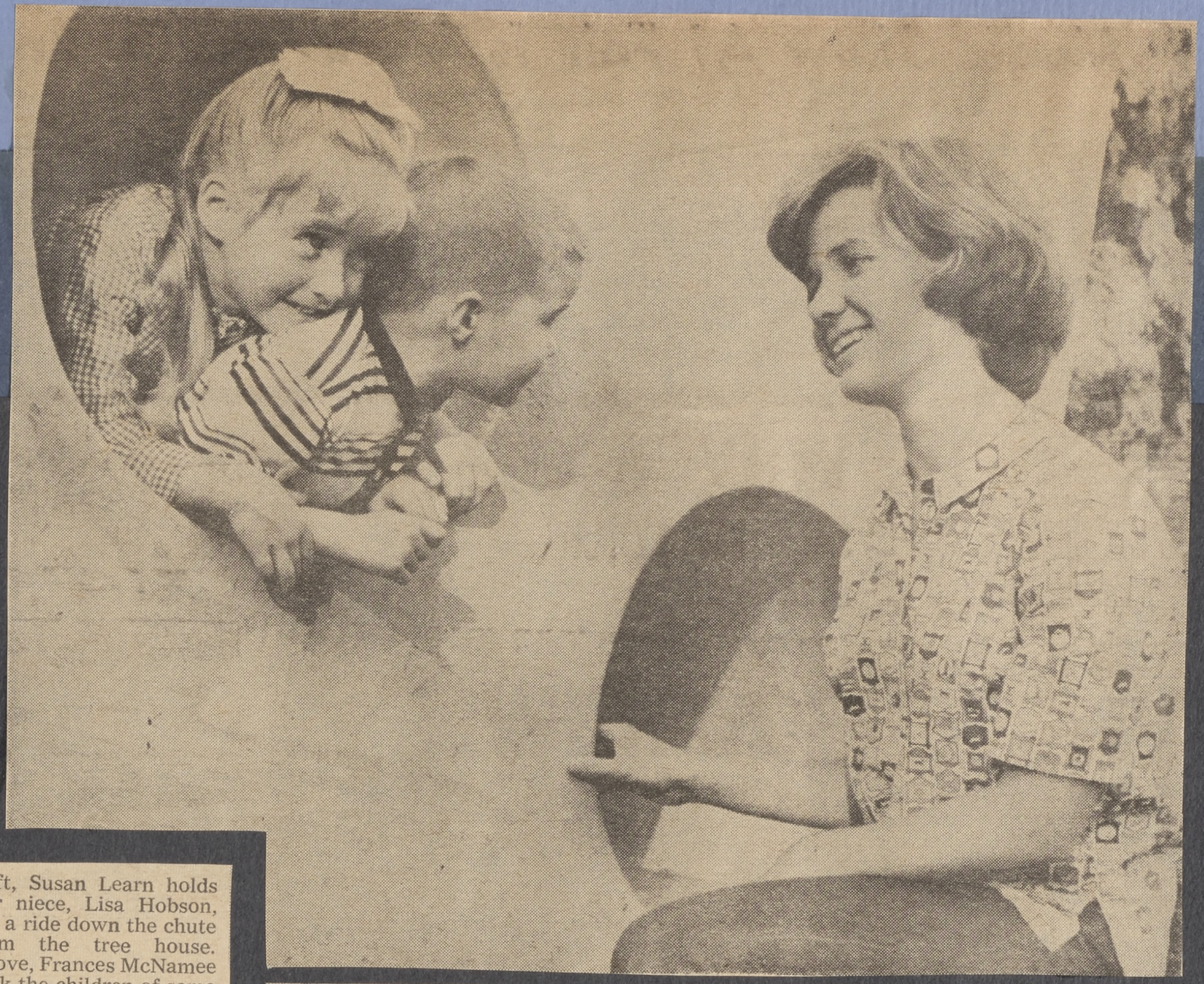
Sacramento Has One Of The Nation's Most Widely Praised Children's Play Areas—Fairy Tale Town In William Land Park



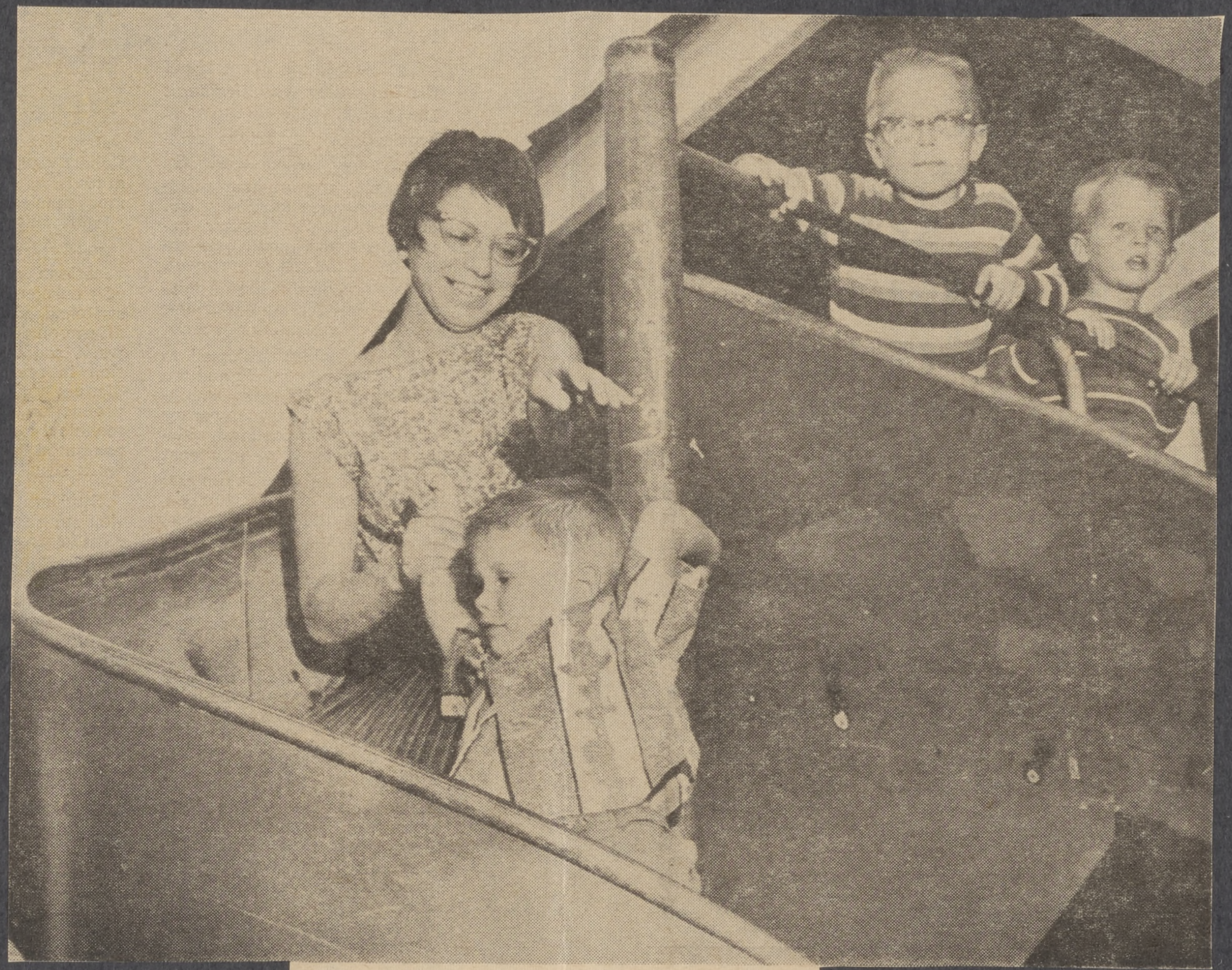
ONE of the most outstanding playgrounds for children in the west is Sacramento's Fairy Tale Town in William Land Park. Travel guide publications' new editions are listing it as one of the best and well worth a special trip to Sacramento to see. These guides, of course, are discovering something Sacramento mothers have known for a long time, that it is tops for the younger set on a warm afternoon. In the picture above, Mrs. Jerry Konkel introduces her son, Jeff, to one of the inhabitants of the area. At right, Tommy Darby changes his mind about going down a slide so his mother, Mrs. Thomas Darby, comes to his aid. Later he got braver and went down. Fairy Tale Town opened in August, 1959. As of last December, 841,932 children and 597,502 adults had passed through its gates.

Bee Photos by Irving Camp

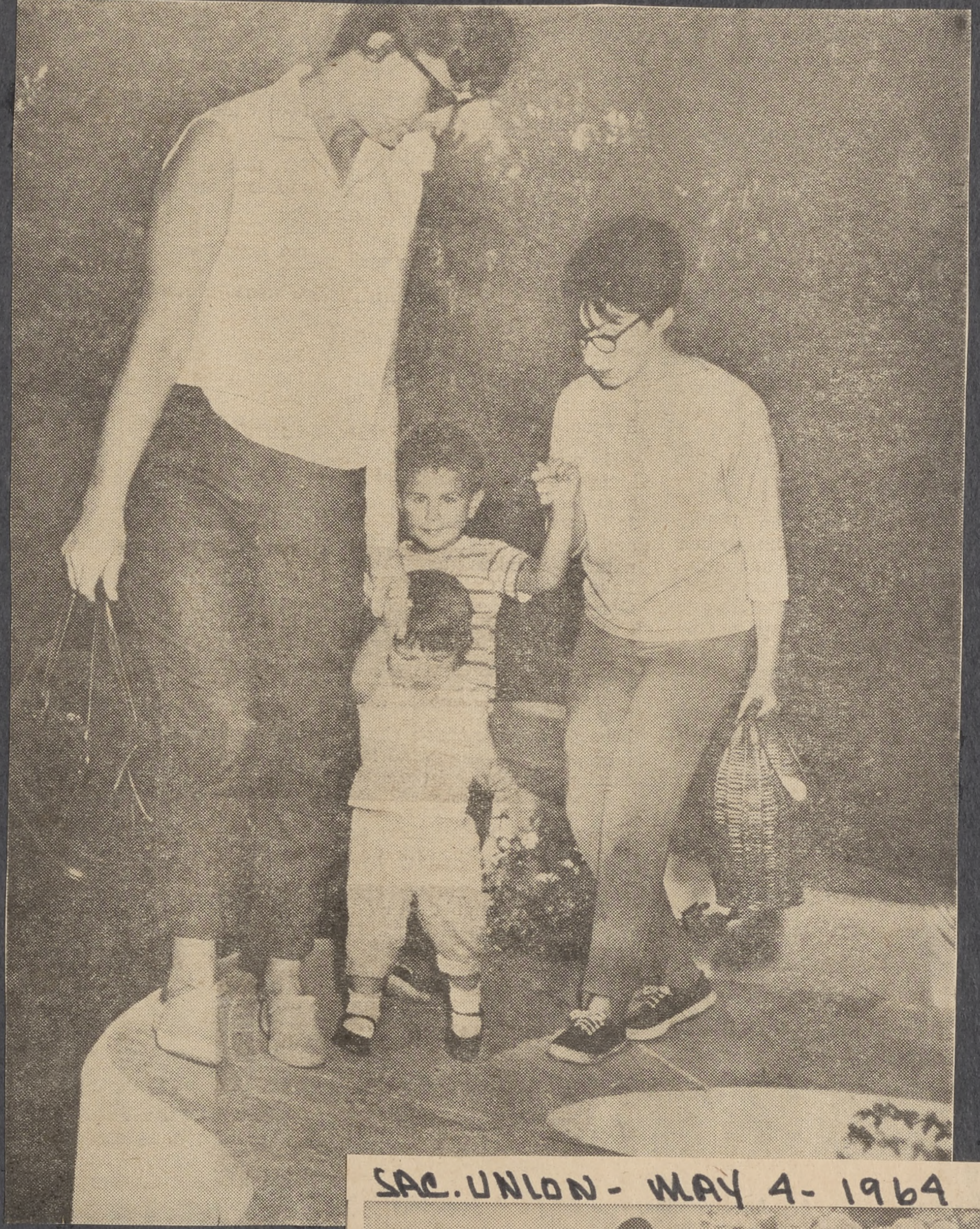


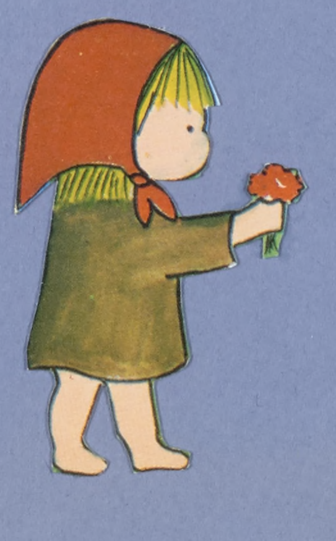


Left, Susan Learn holds her niece, Lisa Hobson, for a ride down the chute from the tree house. Above, Frances McNamee took the children of some friends to the town. Margaret Worden and John Melvin peer out a hole in a giant Swiss cheese. Right, Mrs. Robert Kelly, left, and Patricia Finn help Susan and Mike Kelly along the Crooked Mile.

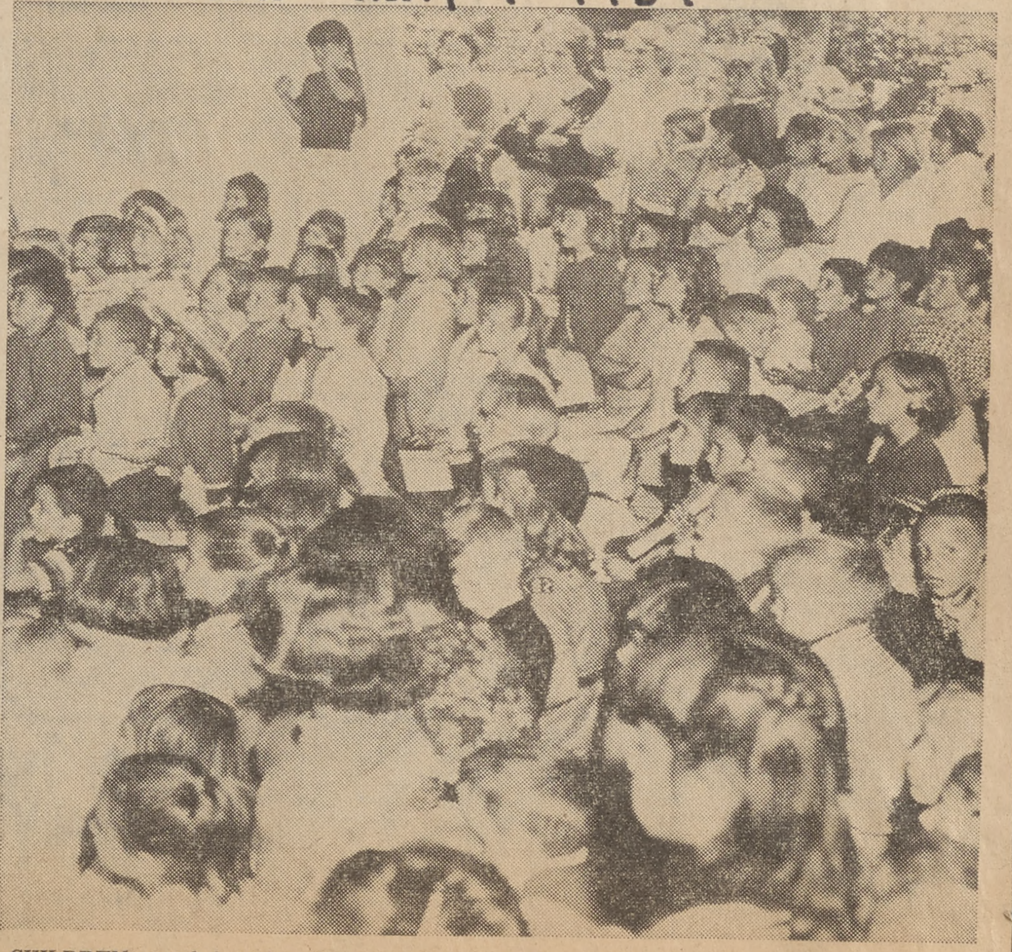


THE SACRAMENTO BEE, SUNDAY, MAY 3, 1964





SAC. UNION - MAY 4 - 1964



CHILDREN crowded outdoor theater at Fairytale Town in William Land Park Saturday for Junior League of Sacramento's presentation of "Fox in a Fix." Show was staged by Children's Theater of the Junior League. It will be repeated May 16 at 1 p.m. and May 23 at 2 p.m.

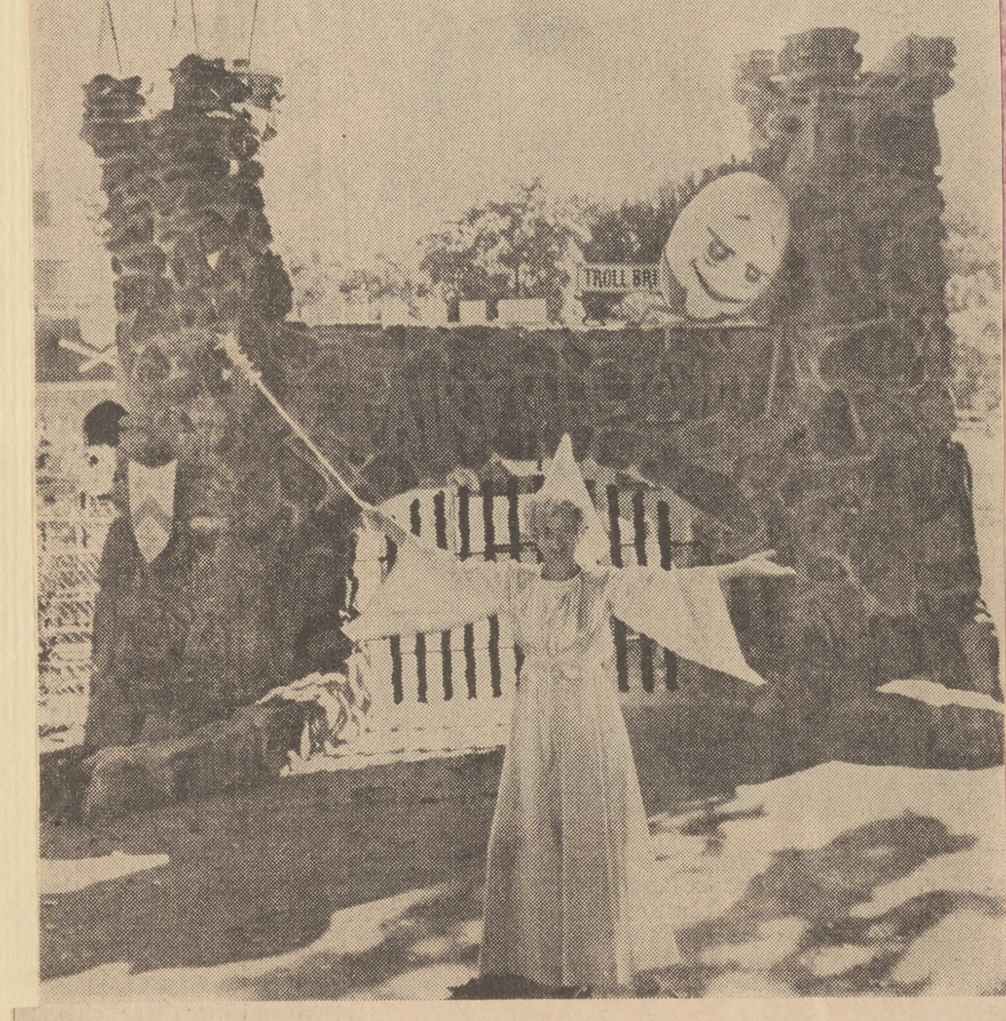
STRAYED!

STOLEN!

THE SACRAMENTO BEE Saturday, August 15, 1964

Sacramento Police Officers Richard Sloan, wearing glasses, and Jerald Morin fill the rôle of all the kings horses and all the kings men to get Humpty Dumpty back on the Fairytale Town gate again. At least, this is the first phase—unloading old Humpty from the trunk of a patrol car. Humpty was stolen Thursday night. Bee Photo

SAC. UNION - AUG. 15 1964



PURLOINED—Humpty Dumpty reposed peacefully on the entrance gate to Fairytale Town until today. During the darkness of night a person or persons unknown spirited poor Humpty away. With Humpty in better and happier days is Carole Sulli, the "fairy godmother." Story on page A1.

LOST!

Safe At Home

Unshattered Humpty Is Headed Back For Wall

The Three Little Pigs have confessed they kidnaped Humpty Dumpty. But who The Three Little Pigs are remains a mystery.

One of The Three Little Pigs telephoned the police department at 10 o'clock last night. He said Humpty was at the California Junior High School.

Officers found Humpty, wearing a cloth bandage about his head as though to soothe his aching but unshattered shell, at home plate on the school baseball field.

Note On Head

Taped on Humpty's head was a typewritten note addressed "To Mr. Dumpty's Close Friends." It was signed The Three Little Pigs.

In the note, the three LPs apologized for stealing Humpty Thursday night from his perch atop the entrance to Fairy Tale Town in William Land Park.

The three LPs said they did not realize his replacement value, about $500, or his value to children, inestimable.

And they helpfully suggested Humpty be chained down in the future to prevent future hijacking. Six bolts and nuts were removed to steal Humpty.

Just For Safety

Recreation department officials this morning hurried to bail Humpty out of the city jail where he was taken last night for safekeeping.

After a bath — to remove the fingerprint powder left by a police technician — they hoped to have him back at his old perch sometime today. Humpty apparently was not hurt by his abductors.

Release Text

Here is the text of the note of The Three Little Pigs:

"To whom it may concern:

"Here is Mr. Dumpty. We did not realize the replacement value in dollars, nor did we realize the value to the little children.

"As you can see, Mr. Dumpty suffered no injuries from his tumble off the wall Thursday night. To prevent future abductions a chain would be advisable. Sorry for the inconvenience.

"Sincerely,

"The Three Little Pigs."

1,000,000

In Fairytale Town

1 Millionth Child Is Oblivious To The Honor

Picture on page A1.

By Max Miller

Janet is 2.

She lives at 1610 Potrero Way with her brother Philip and her mommy and daddy, Mr. and Mrs. James K. Cory.

Yesterday, Mrs. Corey took Janet and her brother Philip, 5, and her cousin, John, who also is 5, to visit Fairytale Town.

Well, they were just crossing the Troll Bridge, when guess what?

Surprise!

Up stepped a woman with a wand, a tall pointed hat and a long pink gown. And blue sneakers.

Behind her were a whole bunch of men with cameras.

The woman in the pointed hat and the long pink dress and the blue sneakers said she was the fairy godmother and that Janet was pretty special because she was the 1 millionth child to visit Fairytale Town.

Janet grabbed Mommy's hand, stuck her fist in her eye and looked at the fairy godmother. Dubiously.

The men with the cameras began taking pictures. They asked Janet to smile, but Janet wasn't in the mood. Obviously.

Special Writing

Fairy godmother gave Janet a scroll with lots of pretty writing on it. She began to read the pretty writing to Janet:

"Fairytale Town. Presented to Janet Cory as the millionth . . ."

"Roll it up and give it to me," said Janet. No stickler for ceremony she.

"If I had known all this was going to happen I would have worn a clean dress," said Janet's mother.

"Blue sneakers? You'd think we could afford some shoes for the fairy godmother," said the woman from the city recreation department.

Double Role

The fairy godmother is Lynda Buchanan who is 19 and works as an attendant in Fairytale Town. She doubles as fairy godmother about twice a year. It does not seem necessary to go to all the trouble to change out of your sneakers just for that.

Anyway, the people at Fairytale Town, not to mention the Billy Goats Gruff and Mary's Little Lamb and all the rest, were pretty proud that Fairytale Town has been so successful.

Janet was the 1 millionth child to visit the playground since it opened in 1959. And Edward McGivern, supervisor of children's activities for the recreation department, said it won't be long until Fairytale Town welcomes its 1 millionth adult visitor.

SAC. BEE

Founded 1857 C. SACRAMENTO, CALIFORNIA, SATURDAY, AUGUST 22, 1964—32

FAIRYTALE TOWN

SURPRISE—Lynda Buchanan, left, Fairytale Town's fairy godmother, had a pretty scroll ready for little Janet Cory, 2, the enchanted land's millionth visitor. Janet, who accepted the honor calmly, took a tight grip on her paper crown while, left to right, her mother, Mrs. James Cory, brother Philip and cousin, John Pierce, inspected the scroll. A story describing Janet's visit is on page A7. Bee Photo

1,000,000

THE SACRAMENTO UNION Saturday, August 22, 1964

FAIRYTALE TOWN was Magic Town for Janet Cory (center) Friday as she became the millionth child to enter the gates of Fairytale Town. Fairy godmother Linda Buchanan explains to Janet just what the million magic means. Janet's mother, Mrs. James Cory, and brother, Phillip, share in the great moment.

Girl Finds Fairytail Town Just That

A cash register was the magic wand Friday for Janet Cory, 2, of 1610 Portrero Way, Sacramento.

All the cash register did was click, but that was enough.

It was the one millionth click for that register, noting the 1,000,000th child to enter the gates of Fairytale Town since those gates opened Aug. 29, 1959.

Janet, daughter of Mr. and Mrs. James Cory, was a little overwhelmed but she wasn't exactly certain what it was all about.

And her mother, Mrs. James Cory, was even more startled by all the attention.

The little girl got a specially conducted tour through Fairytale Town's 12 exhibits, scrolls honoring her signed by the mayor and others — she, of course, can't read — and, most important of all, the promise of a special birthday party at Fairytale Town when her day comes up next November.

While Janet was the one millionth child by actual count, the City Recreation Department Park already has drawn 1.7 million adults.

Apparently the adults love the town with its Little Red Schoolhouse, Pirate Ship, Farmer Brown's Barn, and other exhibits even more than the children.

All of the exhibits have been donated to the city but the city staffs the 2.5 acre park with employes.

Not all of the gifts have been appreciated.

The staff of Fairytale Town noted that on occasions some of those gifts have arrived in the middle of the night over the fence — stray ducks, a rabbit or two and stray cats—lots of stray cats.

And then, of course, there were those thieves who stole Humpty Dumpty, but let it be known where Humpty Dumpty could be found last week.

But for Janet, Friday was part of a small child's magic. She just had as much fun, maybe a little more, as those other 999,999 children who had preceeded her through the gates of Fairytale Town.

1,000,000

The Sacramento Union
MONDAY MORNING, JANUARY 11, 1965 B1

Fairytale Memorial

An addition at Fairytale Town in memory of the late Dr. Lester Brownell is planned by directors of the children's park.

Mrs. Sumner Mering has been appointed to head the committee to handle a memorial fund to finance the addition.

Dr. Brownell, who died last month, was a member of the board of Fairytale Town from the time of its organization to his death. He also was active in other civic affairs. Contributions to the fund may be mailed to Fairytale Town Inc., Room 200, City Hall, Sacramento.

THE SACRAMENTO BEE
Saturday, January 9, 1965

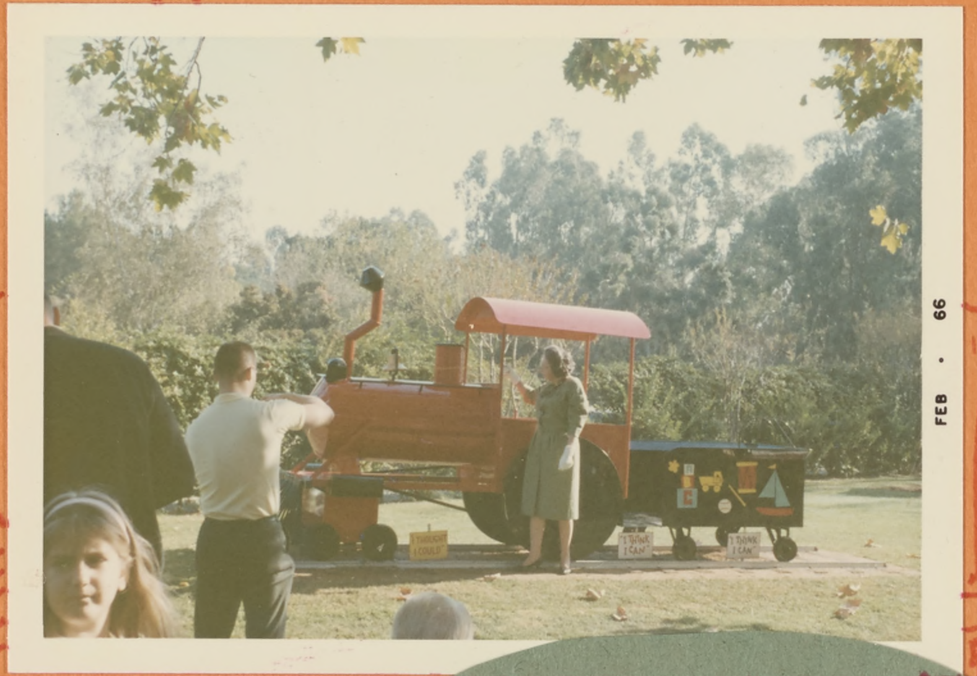
Fairytale Town Sets Memorial For Dr. Brownell

The board of directors of Fairytale Town, Inc., have announced the setting up of a memorial fund in memory of the late Dr. Lester Brownell with the proceeds to be used to construct a new installation in Fairytale Town.

Dr. Brownell, who died last month, was an active participant in the creation of Fairytale Town in William Land Park and served on its board of directors from the time it was organized until his death.

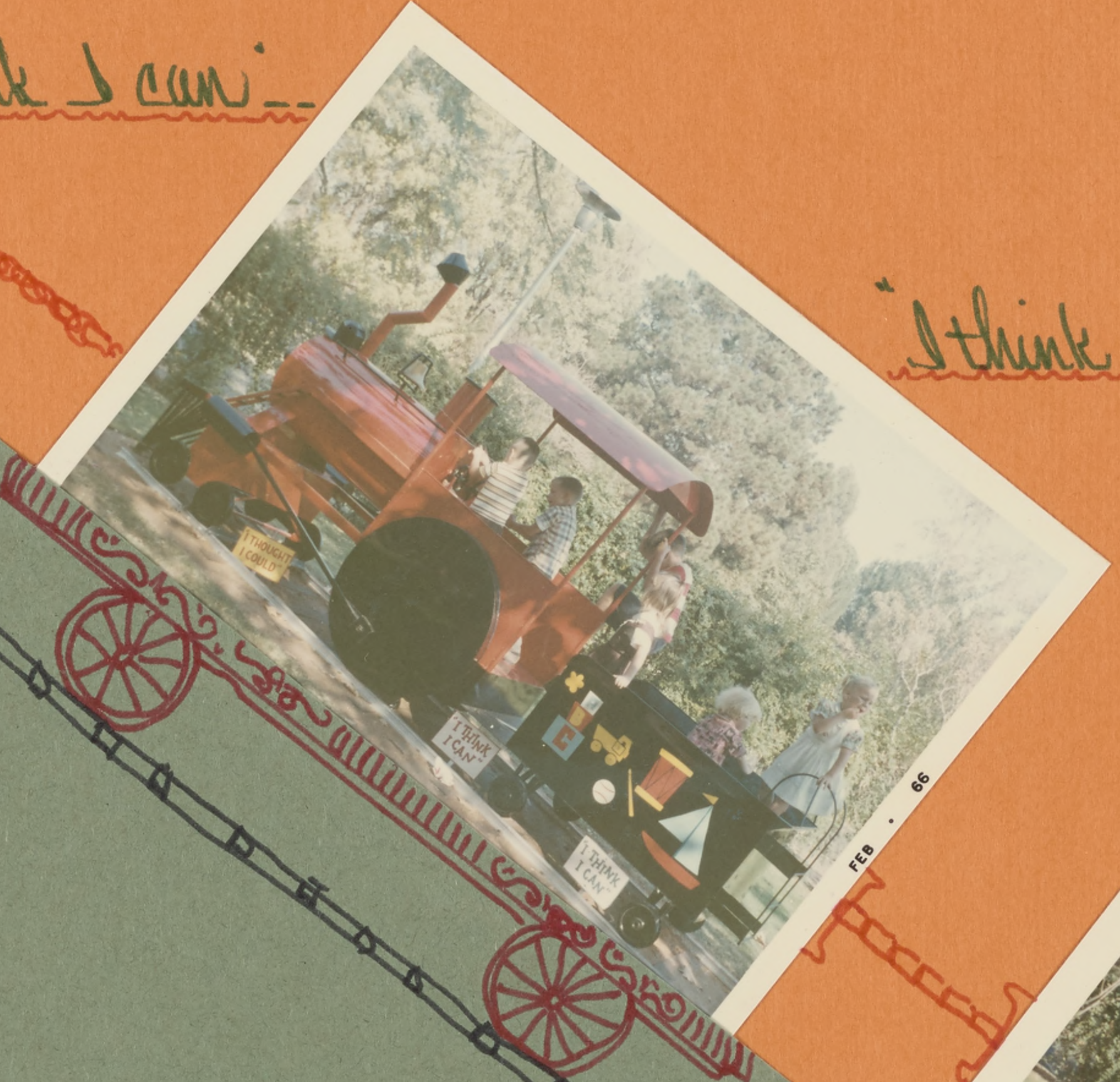
Mrs. Sumner Mering has been appointed to head the committee to administer the Dr. Brownell Memorial Fund. Contributions may be sent to Fairytale Town, Inc., Room 200, City hall.

The Little Engine That Could___



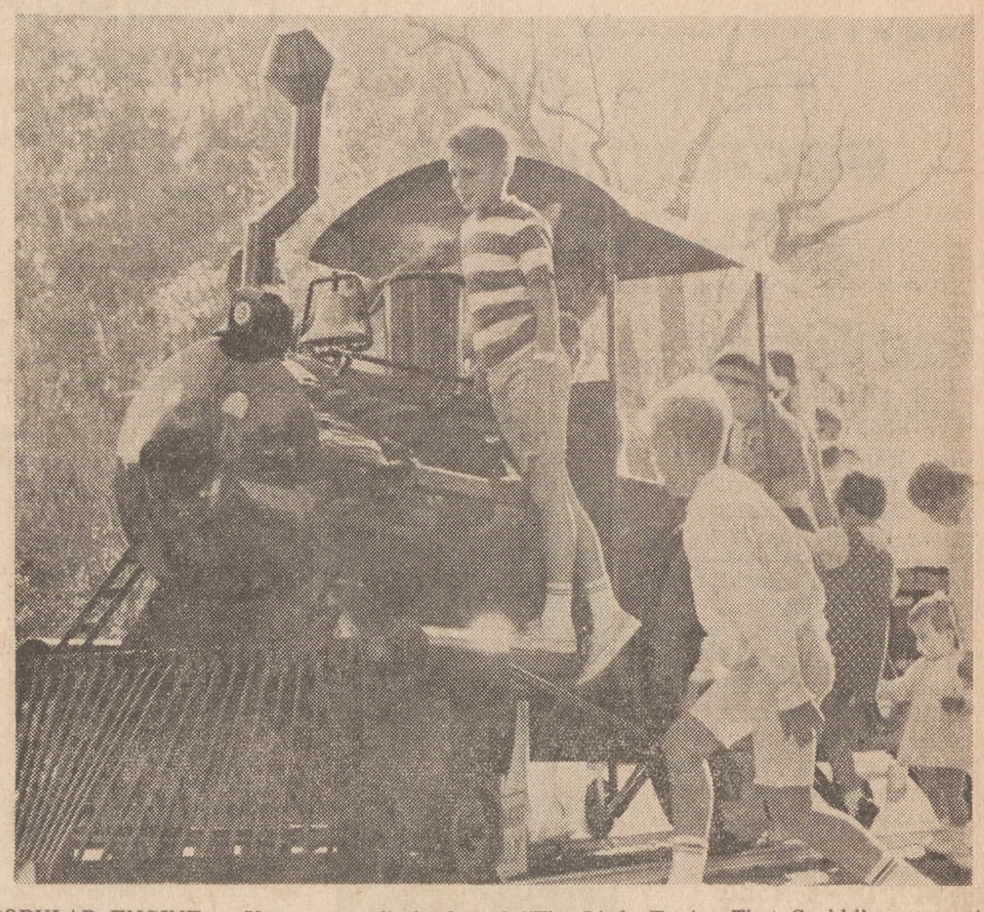
"I think I can"__

I thought I could!



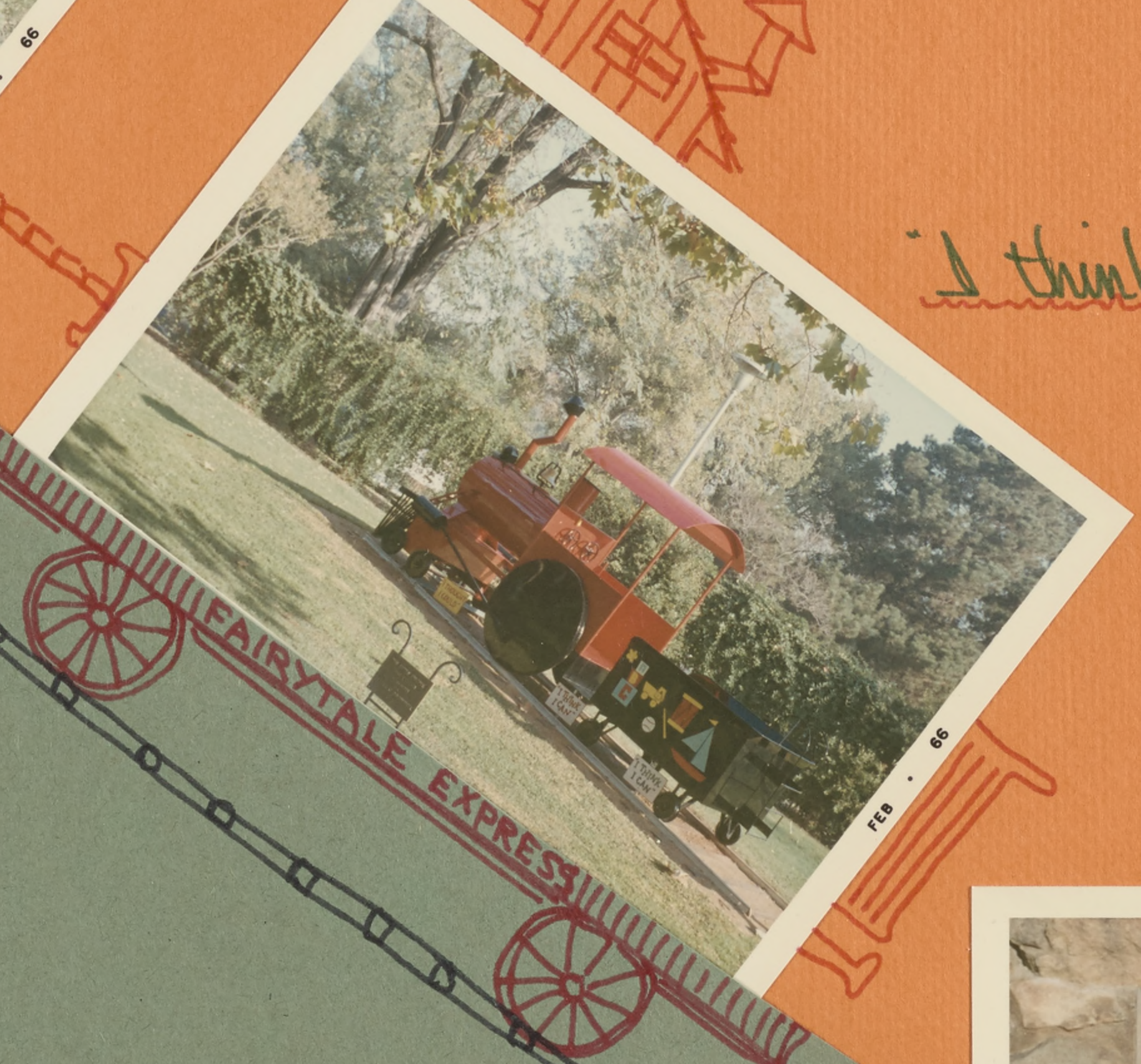
"I think I can"__

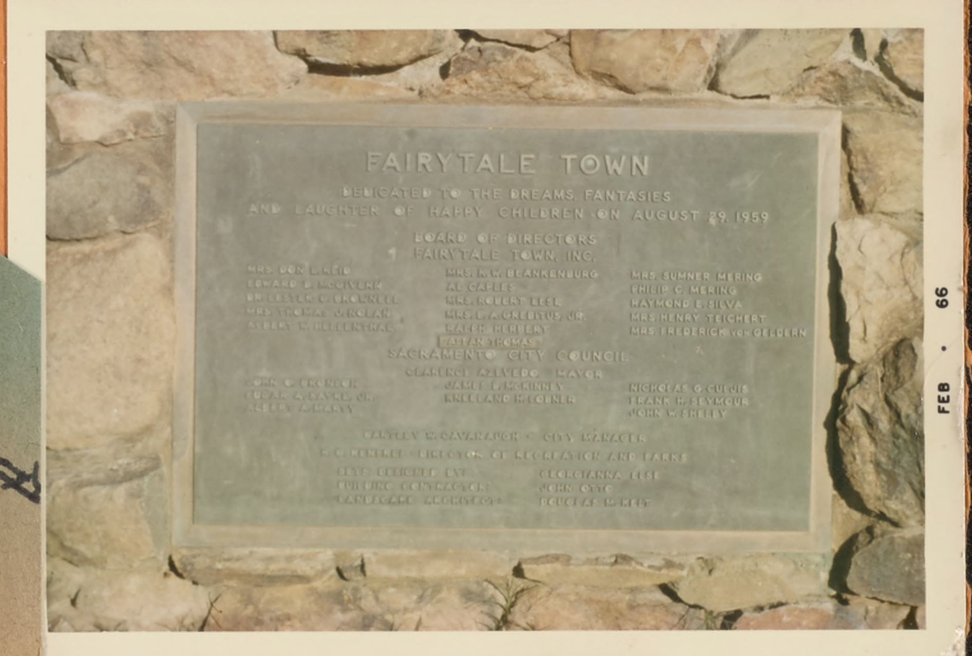
THE SACRAMENTO BEE Saturday, October 30, 1965



POPULAR ENGINE — Youngsters climb aboard "The Little Engine That Could," a new set dedicated today in Fairytale Town in William Land Park. The engine is named for a children's story classic symbolizing the virtues of positive thinking and courage. It was dedicated to the late Dr. Lester Brownell, who served on the Fairytale Town board of directors from the time of its inception. Bee Photo

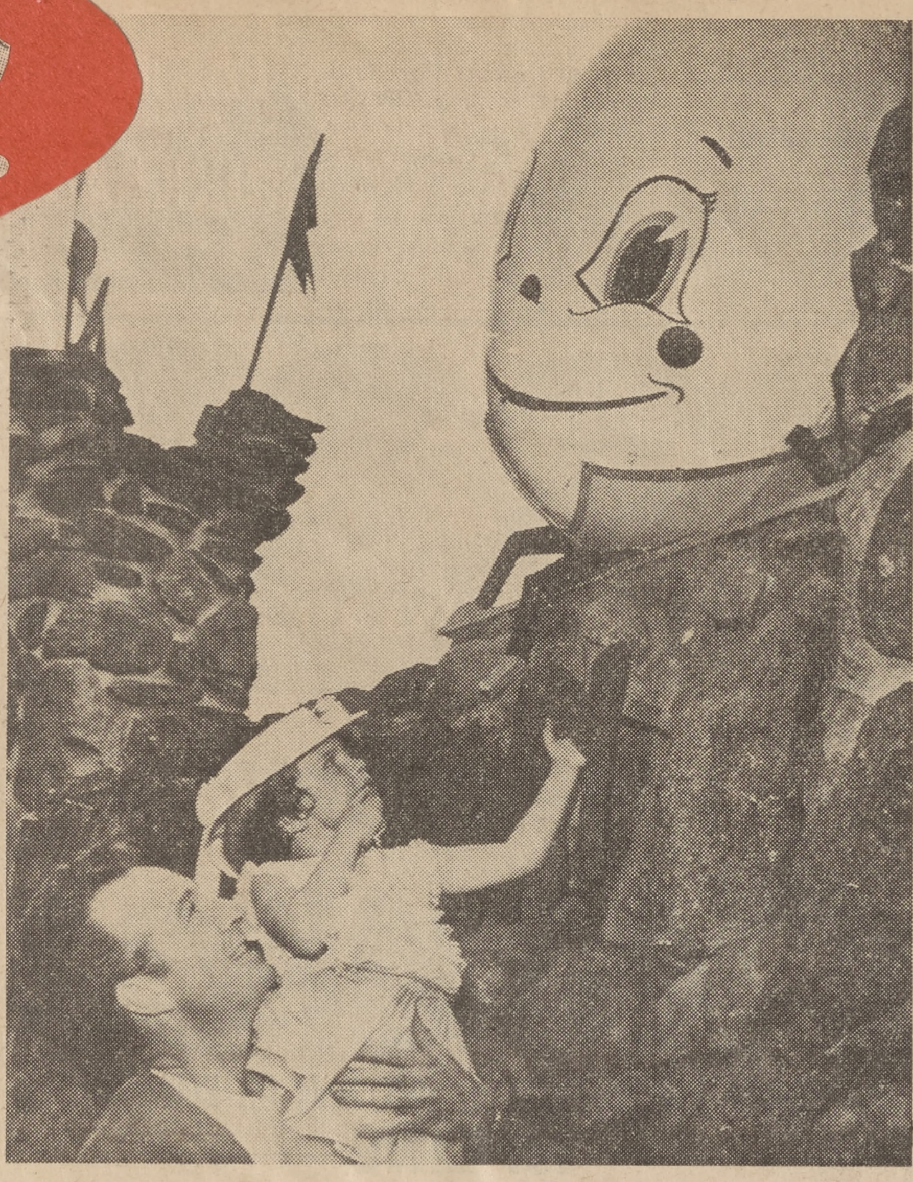
"I think I can"__


FAIRYTALE EXPRESS
FEB · 66


FAIRYTALE TOWN
DEDICATED TO THE DREAMS, FANTASIES
AND LAUGHTER OF HAPPY CHILDREN ON AUGUST 29, 1959
BOARD OF DIRECTORS
FAIRYTALE TOWN, INC.
MRS. SUMNER MERING
PHILIP C. MERING
RAYMOND E. SILVA
MRS. HENRY TEICHERT
SACRAMENTO CITY COUNCIL
FEB · 66

SAC. UNION - APR. 19 - 1965

Not From the Bunny



EASTER EGG HUNTS were staged in many parts of the Sacramento area Sunday—some of them strictly family affairs as rainy weather put a damper on proceedings. Janice Barker, 4, spied this one atop a wall at Fairytale Town and wonders why she can't take it home. If she tried, though, Humpty Dumpty would fall off his wall and end up in a scrambled condition. Janice is escorted by her father, Ernest Barker, 6624 Graham Circle, Citrus Heights.

Fairytale Town Will Be Very Busy Place Today

Easter Sunday at Fairytale Town in William Land Park will feature a full round of activities. Events will get under way at 11 a.m. with a puppet show that will be repeated at 1 p.m. At 1:30 p.m. the Recreation Department drama class will stage "The Rabbit Who Wanted Red Wings." An accordionist from Colello School of Music will perform for the play.

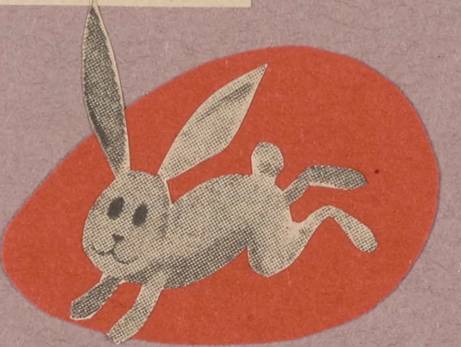
Junior magician David Mori will be featured at 2 p.m., and the Fairytale Town puppets will follow his act at 2:30 pm.

The Recreation Department dance class from Clunie Clubhouse will dance "Easter Parade" and the El Dorado class will perform "Easter Bunnies" at 3 p.m. At 4 p.m., the Fairytale Town puppets will present their last show of the day.

The Easter bunny will greet children throughout the day.

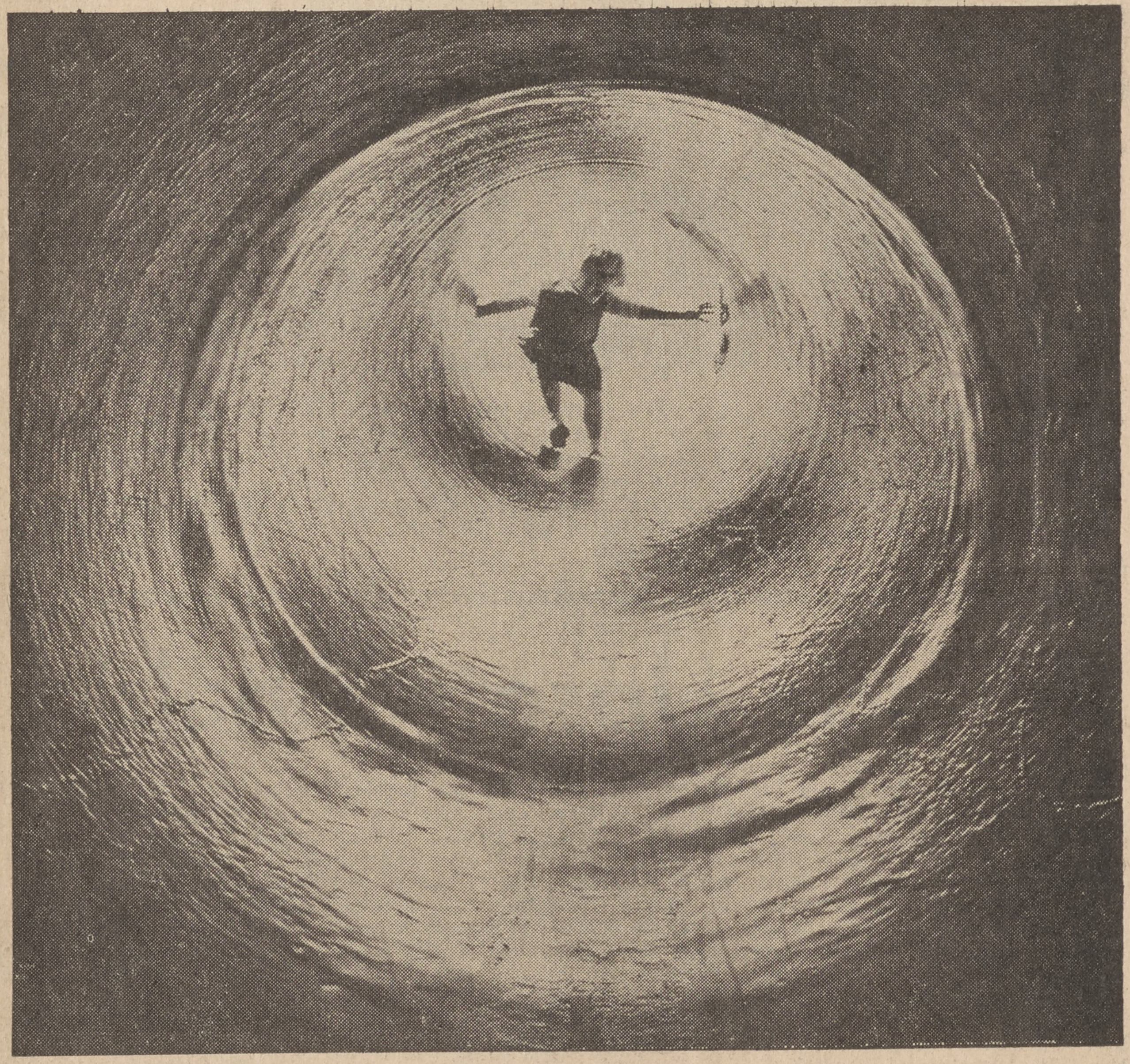
Rain or shine, the department will carry out the day's plan, according to Edward McGivern, supervisor of youth activities.

Egg decorating contests and hunts will be held from 9:30 a.m. to 12:30 p.m. on all supervised city park and school playgrounds.



CAMERA . . .

By JOE BENETTI
Staff Photographer



EVER-EVER WONDERLAND . . . This youngster explores the rabbit hole in Fairytale Town. At first she's skeptical but ventures through to the daylight at the other end of the tunnel.

THE SACRAMENTO UNION Sunday, April 11, 1965

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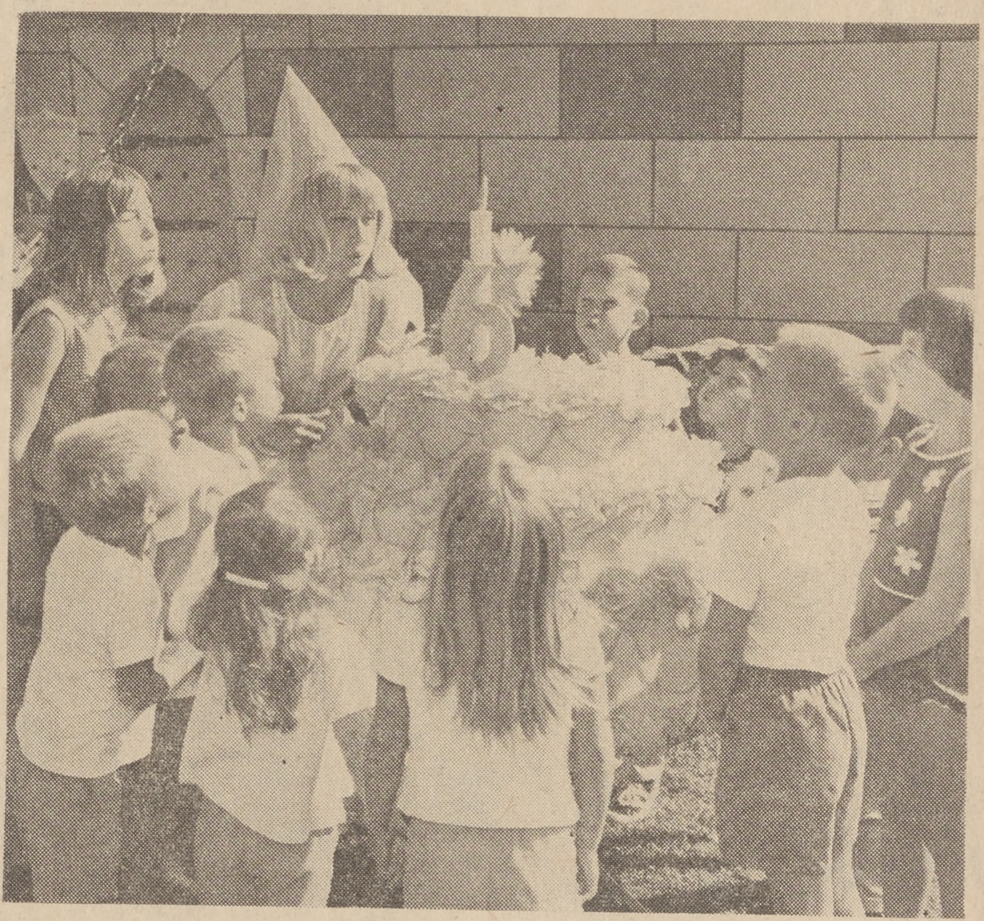
6 YRS!

THE SACRAMENTO BEE Saturday, August 28, 1965



HAPPY BIRTHDAY! — A group of small fry gather around fairy godmother Lynda Buchanan to help her blow out a candle at a celebration marking the sixth anniversary of the opening of Fairytale Town in William Land Park. Bee Photo

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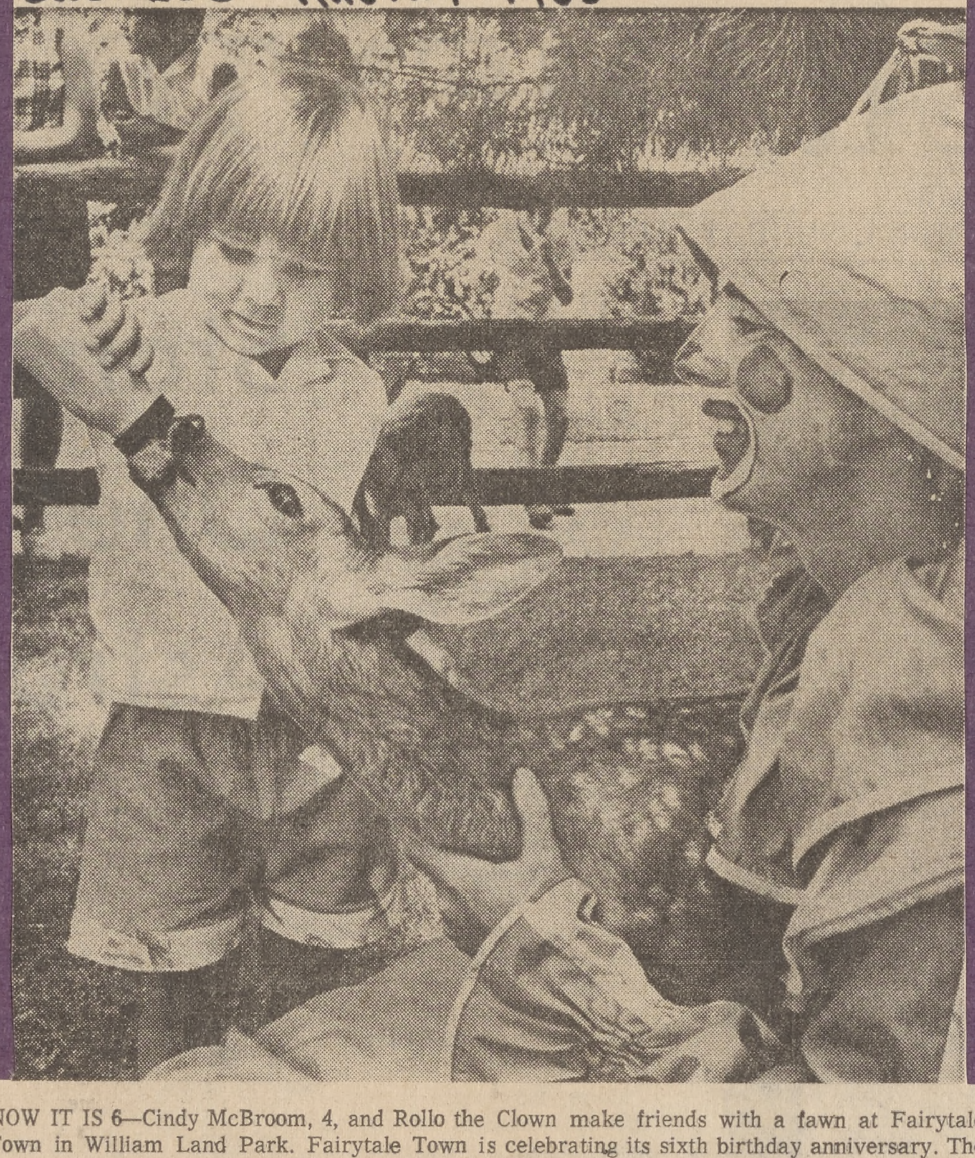
Sac. Bee - Aug. 29 1965



NOW IT IS 6—Cindy McBroom, 4, and Rollo the Clown make friends with a fawn at Fairytale Town in William Land Park. Fairytale Town is celebrating its sixth birthday anniversary. The fawn is one of several animals kept there as attractions for young and old alike. Bee Photo

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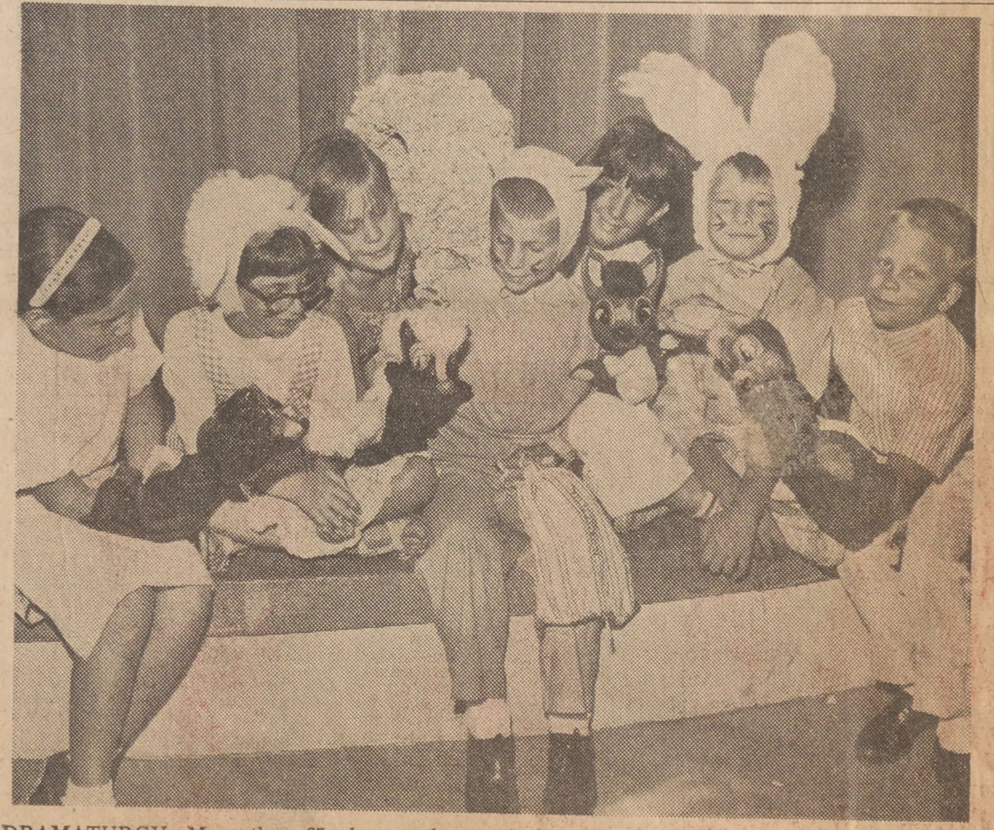
THE SACRAMENTO BEE

Local, Radio, Television And Superior California News

SACRAMENTO, CALIFORNIA, FRIDAY, SEPTEMBER 3, 1965 Page C1

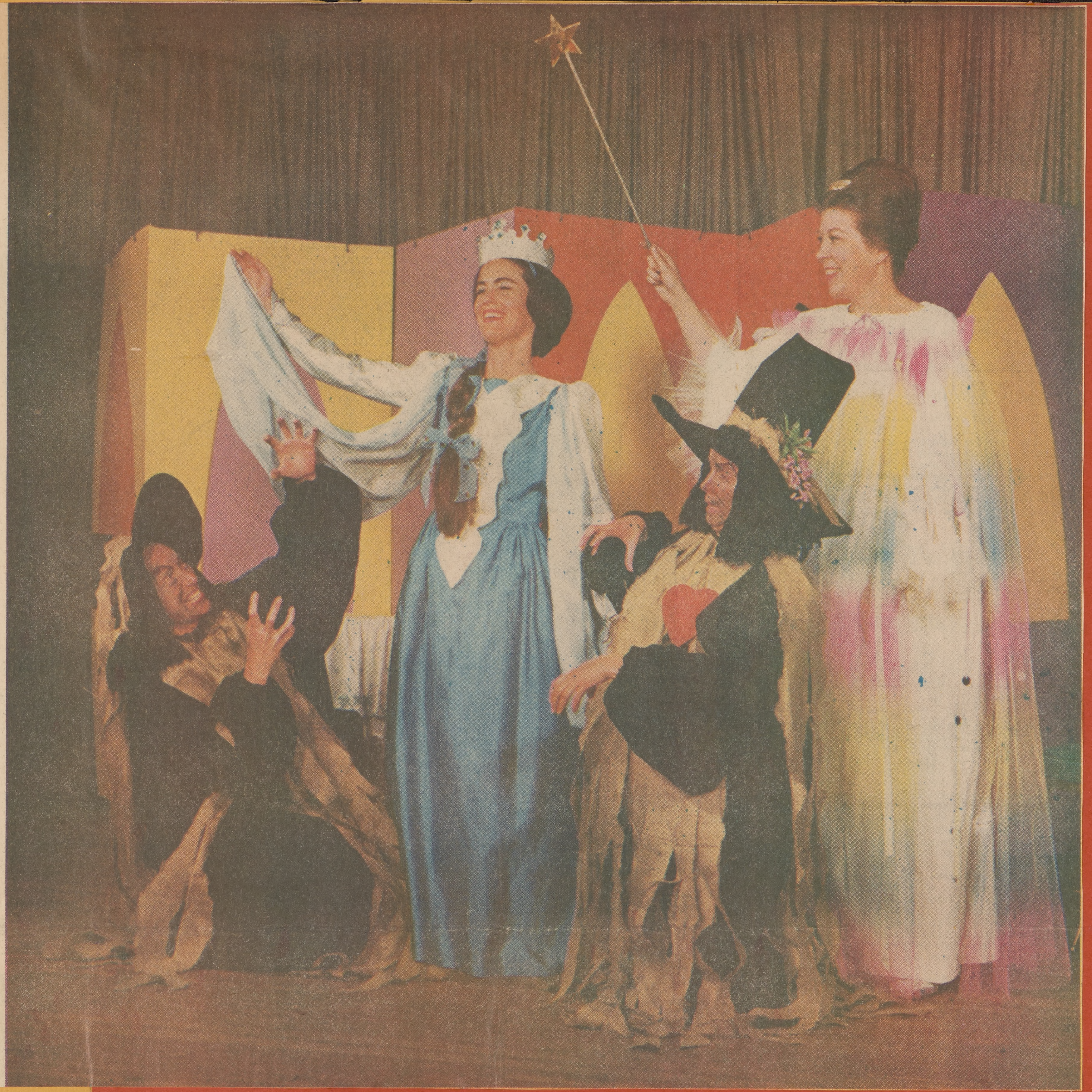


DRAMATURGY—More than 65 plays and puppet shows are being staged in the Fairytale Town Little Theater as part of a two-week drama festival, ending this weekend. The shows are put on by youngsters from the city's playgrounds such as the group shown here. These young showmen are, left to right, Susan Stewart, Susan Strauzh, Linda Smith, Ricky Russ, Mary Hocking, Bruce Plowman and Albert Gallardo. Bee Photo

Women's Activities
THE SACRAMENTO BEE
Sunday, May 2, 1965 C*

FOR THE YOUNG

For the fifth consecutive year the Junior League of Sacramento, Inc., is presenting a children's play. This year's production is The Witch Who Had A Heart. Last month five presentations were given in schools and yesterday the first of three Saturday performances was given at Fairytale Town. May 15th at 1 PM and May 29th at 1 PM will be the dates for the other performances of the play which is staged by the children's theater group, a division of the Community Arts Committee of which Mrs. Gale Peck is the chairman.



Taking part in this year's production by the League are, from left, Mmes. Bartley Cavanaugh, Jr., Thomas B. Hughes, Fred Corfee, Jr., and J. Philip Collier. Bee Photo by Don Horton

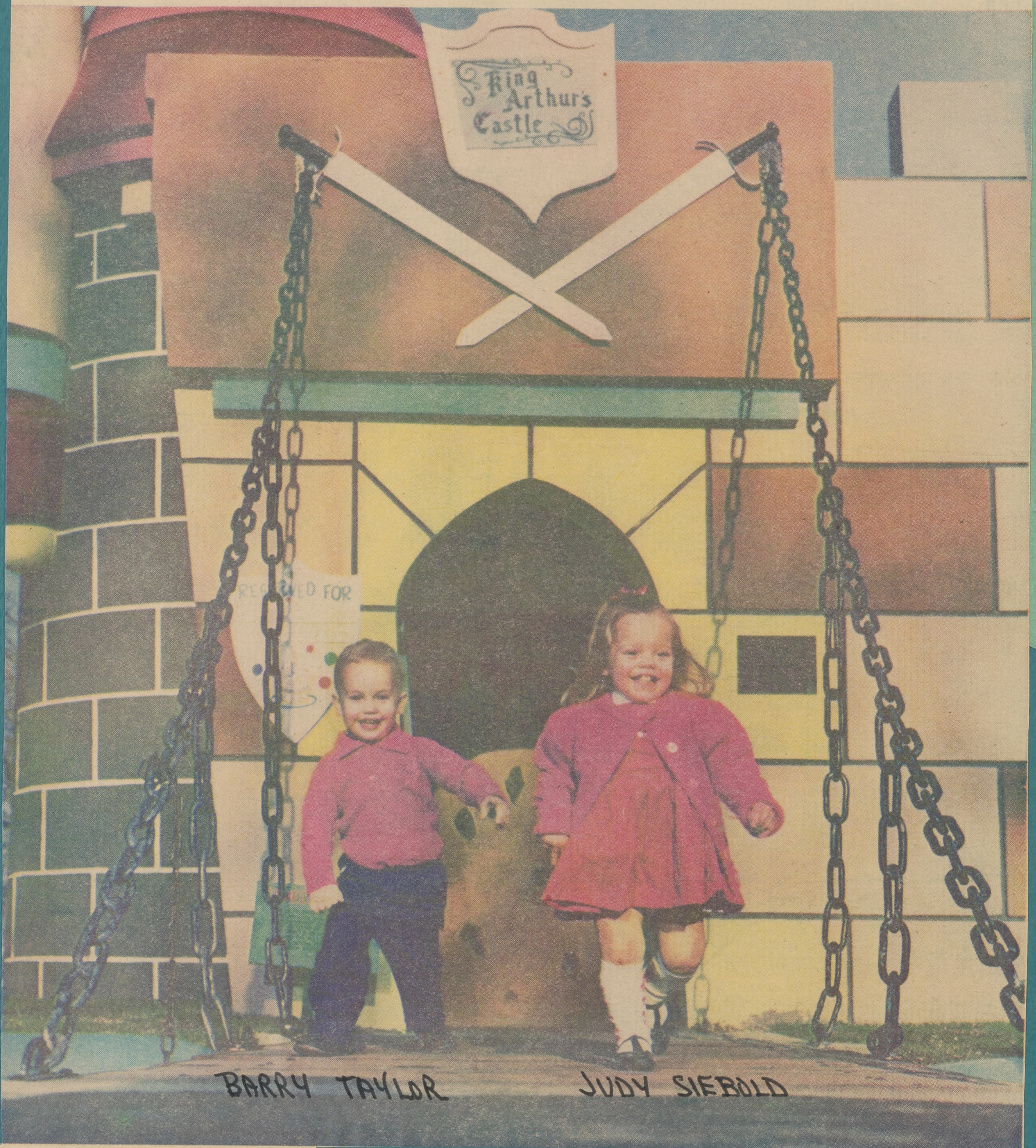
"The Witch Who Had A ♥"

Furnell is directing the play and he is shown assisting members of the stage crew with their work. Stage crew members are, from left, Mmes. Delbert O'Connor and Anthony Geremia, sets managers, and Peter Dunn, stage manager. Bee Photos by George Roberts.

Creator of the costumes for the play is Dino Colangelo and he is shown working on the costume of Mrs. William Furnell while Mrs. Jack G. Wulff, left, and Mrs. Mike Turnacliff watch.

Valley Leisure

THE SACRAMENTO BEE Sacramento, California, Sunday, January 30, 1966



BARRY TAYLOR JUDY SIEBOLD

Gateway To Fun

SAC. BEE
APR. 23 - 1966

ALL SET — Jon Guertin, the son of Mr. and Mrs. Barton B. Guertin of Sacramento, is ready to turn the hands of the Fairytale Town clock one hour ahead. Daylight Saving Time officially comes to Sacramento at 2 a.m. tomorrow and all timepieces should be set one hour ahead. A good idea is to set your clocks when you retire tonight and then you will be correct tomorrow. The state will return to Standard Time on the last Sunday in October. Bee Photo by Owen Brewer

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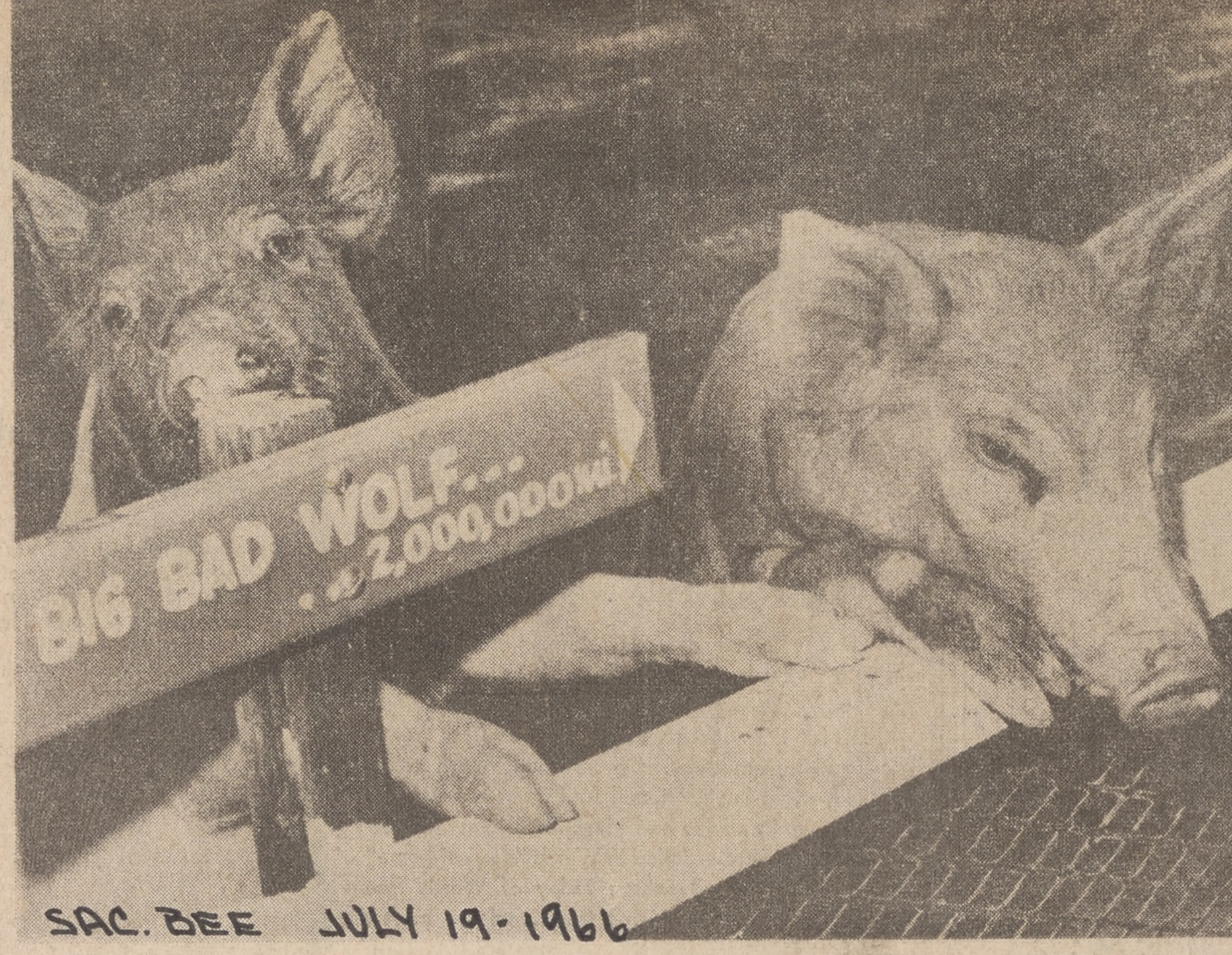
THE SACRAMENTO BEE

Local, Radio, Television And Superior California News

SACRAMENTO, CALIFORNIA, THURSDAY, MAY 26, 1966 Page D1

SHOW TIME—Scores of youngsters from the city's parks and playgrounds have organized plays, dances and puppet shows in the city recreation and parks department's first Creative Arts Festival and the best of them will be shown to the public in Fair Tale Town this weekend. Typical are the scenes above: At the left, a dance number from the Oak Park area will feature, clockwise from bottom left, Maria Talaroc, Mary Tyler, Judy Gonzalez and Anita McKnight; in the middle, Pat Morgan, as Sleeping Beauty, pleads with the wicked Fairy Baneberry, portrayed by Liz Myers; at the right, Sandy Steinfeld and Valerie Rodriguez, right, play a scene from "Leprechaun Shoemakers." The shows will go on at noon and 1, 2, 2:30 and 3 p.m. Saturday; 1, 2, 3, 4 and 4:30 p.m. Sunday at 11 and 11:30 a.m. and 12:30, 1, 1:30, 2:30 and 2:45 p.m. Monday. Bee Photos by Richard Schmidt



SAC. BEE JULY 19 - 1966

'AND AWAY HE RUN'—The Three Little Pigs of Fairytale Town now are two pining porkers. The police have issued an all-points bulletin for "'Tom, Tom, the piper's son.'" Tom apparently "went roaring down the street" with one of the trio, missing from its pen in William Land Park since early yesterday morning. The case, officially listed as petit theft, was turned over to police juvenile investigators. Bee Photo

SAC. BEE JULY 21 - 1966

Little Pig Go To Beach Party? Well, The 'Wolves' Had A Feast

Police today checked a grim report that one of the "Three Little Pigs" stolen from Land Park's Fairytale Town was last seen at a beach party feast.

The feast reportedly included roast pork.

"A woman telephoned to say the pig was taken to a beach," said Zoo Superintendent A. A. Spencer. There, the report went, the 30-pound porker took a few turns for the worse.

The report that the pig had been roasted was being checked by a police detective. The police said they had "heard rumors to that effect but nothing so far to back it up. "We're checking."

The missing pig departed his life as a folklore symbol only a few hours before he was scheduled to be retired anyway, Spencer said.

"We've got three new piglets for the Three Little Pigs scene," he said. "The other two are back at the county farm where we got them. They were getting too old."

Spencer said he thinks the pig was stolen during the night by someone who climbed a wire link fence topped with barbed wire that surrounds Fairytale Town.

For Fairytale Town, a world of good fairies and smiling miniature choo-choo trains, it was the first such theft on record.

The Sacramento Union

Tuesday Morning, July 26, 1966

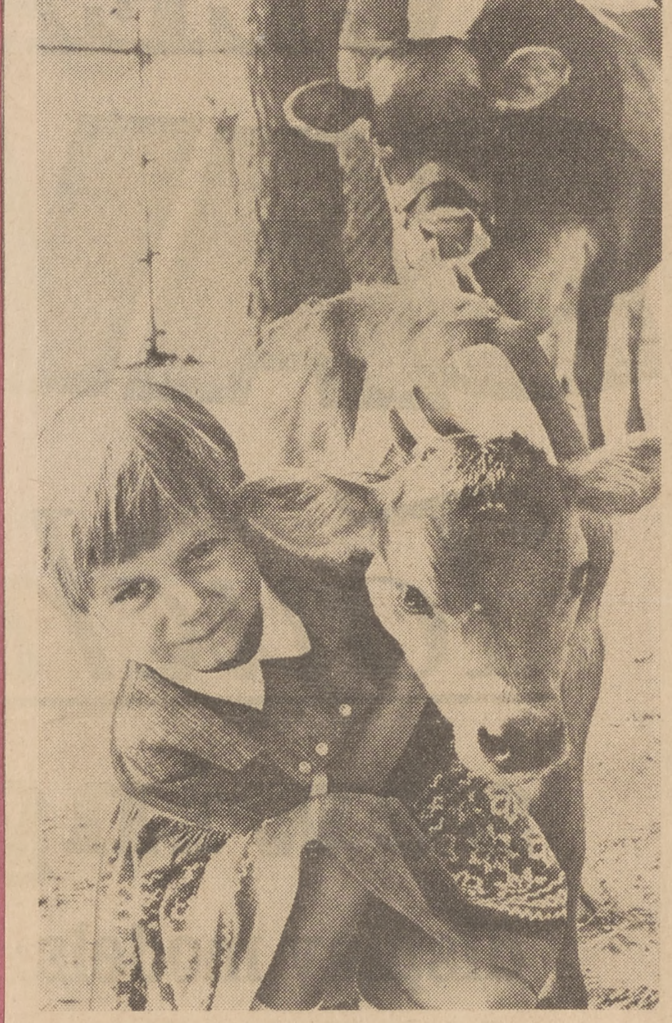
Good Morning!

Driver Loses Pounds, Wins

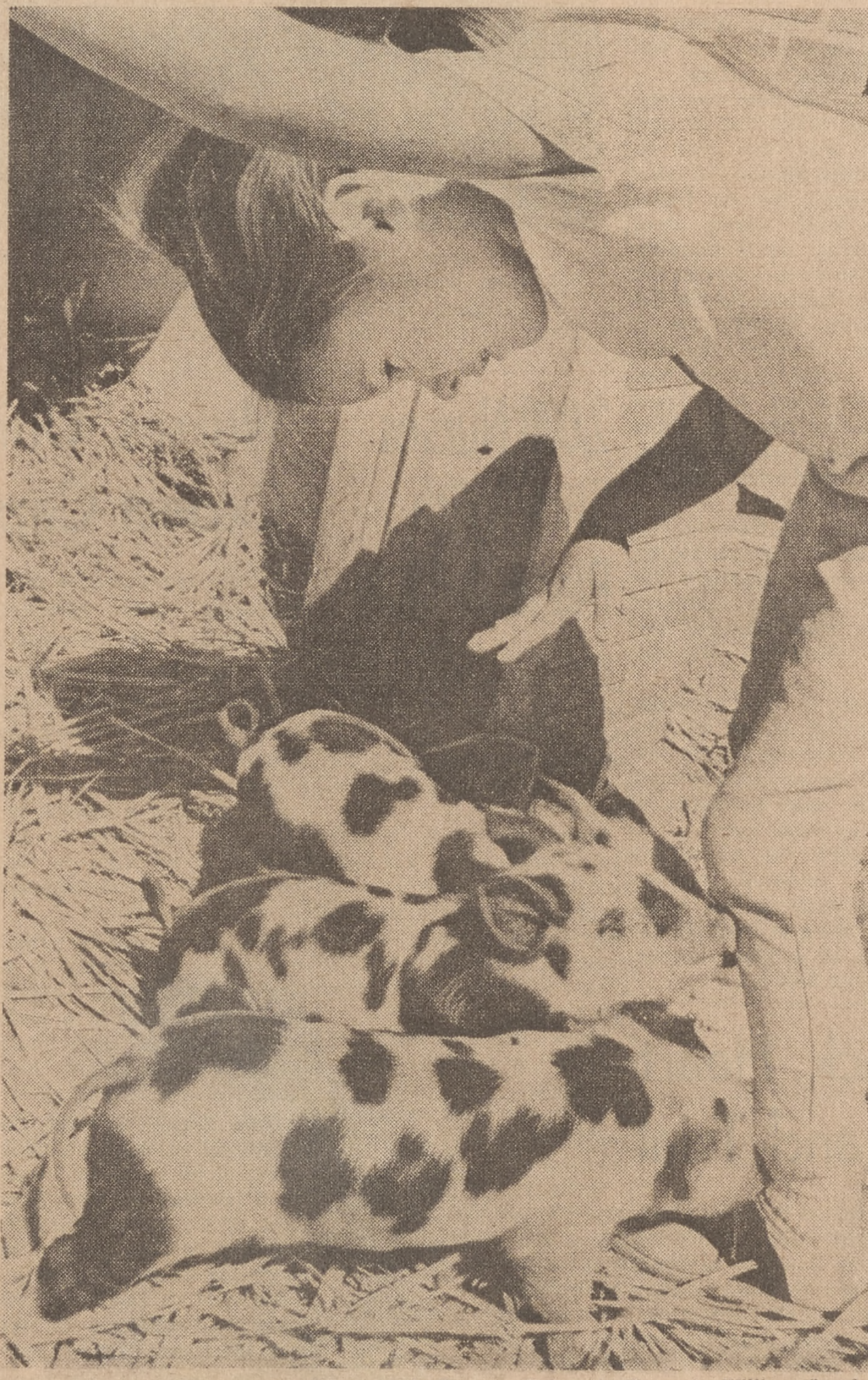
By KIRT MacBRIDE

Dan Webber. the printing house proprietor, races go karts but hadn't been finishing very high. So he took off 42 pounds and presto, copped a first at Vacaville . . . Remember **Bill Weaver&** He's the radio hotshot who shot KROY to No. 1 station a couple of years ago. Recently purchased KLOK in San Jose, upped it to 50,000 watts and now his 24-hour all-request format is blanketing the Bay Area . . . **Herb Harlow**, the contractor, recalls the late **Tony Lema** well. Saw him play at El Macero about four years ago. "He never get mad even though he might miss a short putt," says Herb . . . **Glen Fishback** saw a colored short on skateboard racing at the Tower Theater that had several unusual angles he knew photographers would be interested in. But when he told his colleagues they said the film wasn't on the bill. Tower Manager **Manny Medeiros** heard of the situation and last Saturday 20 of the town's best cameramen were invited to a special free showing of the short at 1 p.m. . . . The C. P. Just Grocery, **Cliff Just** owner, has been on the corner of 12th and E, under Just operation for 43 years! . . . About 300 persons witnessed something at Fairytale Town Sunday they'll probably never see again. One of the two cows there gave birth to a calf about 2:15 p.m.

SAC. BEE JULY 25 1966



HI THERE—Cheryl Sutton, a first grader at the Earl Warren Elementary School, gives a big hug to Brownie, a calf born yesterday at Fairytale Town in William Land Park. In the background is April, the mother. The calf was born at about 2 p.m. in view of over 200 persons in the park. April and her male calf live in Farmer Brown's barn in the children's park. Bee Photo by Robert Handsaker



HOWDY—A new set of Three Little Pigs in Fairytale Town in William Land Park is greeted by visiting Crystal Jones, 4-year-old daughter of singer Jack Jones of Studio City, Los Angeles County. The little porkers live in the legendary brick house which resisted the huffing and puffing of the big bad wolf. Bee Photo by Richard Gilmore

JULY 23 1966

Bee

Richard Thomas and Lori Chandler pose for camera of Wayne Walker at William Land Park's Fairytale Town. The youngsters are from Fresno Indian reservation staying with Sacramento families for summer.—Staff Photo)